

Marketing Yourself Using Technology & 1-Minute Sales Pitch

INTRODUCTION

You have read/analyzed an article about how to market yourself. You also wrote a letter marketing yourself as an exemplary BMIT magnet member. Now, it's time to try some fun technology and develop a sales pitch to market yourself. Here is the scenario...

You are applying for a position as a Marketing Intern. The position of Marketing Intern is a paid position and you will learn all about Marketing. The hiring official is looking for a current high school student. The perfect candidate will have excellent written and oral communication skills, a strong work ethic, some knowledge of Marketing, and will demonstrate exceptional academic skills.

ASSIGNMENT 1)

Use ONE of the tools listed below to market yourself. They are all fun tools, but pick one that seems interesting to you. Remember that your **focus is on the professional you** NOT the personal you.

ANIMOTO

Upload or use their pictures to create a photomontage accompanied by music -- 30 seconds for free (or pay-for options).

<http://animoto.com/>

GLOGSTER

This is an online poster creation tool; use text, images, video, and hyperlinks on the poster. You can save the image as a JPG, if needed.

Edu.glogster.com

WORDLE

Type or paste in a bunch of words (your business letter or resume) and get a word image. Words appearing more often are larger and vice versa. Colors, fonts, and languages can be modified. Make a copy of the screen (shift, command, 4) and save.

www.wordle.net

WORDS OF CAUTION ...

You will need to sign up for each product (except Wordle). Give them accurate information. Each software has "pay for" options. Just stay away!

1 Minute Sales Pitch (approx.)

ASSIGNMENT 2)

Prepare a **1-minute sales pitch** on why you should be hired as the Marketing Intern. This is your opportunity to **SELL YOURSELF!** Be creative, engaging, and focus on the **PROFESSIONAL** you!

Be prepared to present to the class. You will do the following:

- Show your piece of technology and say a little about it.
- Present your 1-minute sales pitch

GRADING RUBRIC (25 Points)

ITEM	POINTS POSSIBLE	POINTS EARNED
Technology		
Creative use of technology tool to market yourself	5	
Sales Pitch		
Highlights you and how you meet the requirements for the Marketing Intern Position	10	
Sales pitch is entertaining, Showed enthusiasm and engaged audience	5	
Length: Approx. 1 min	5	
TOTAL	25	