

# SOCIETAL IMPACT OF PEDAGOGY

## IDEAS AND INNOVATIONS



# SOCIETAL IMPACT OF PEDAGOGY: IDEAS AND INNOVATIONS

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# SOCIETAL IMPACT

Activities undertaken by business schools that over time lead to meaningful, discernable change for the betterment of people, economies, and the environment.



# SOCIETAL IMPACT



**PURPOSE  
OVER  
PROFITS**



**CONSCIOUS  
CAPITALISM**



**SUSTAIN-  
ABILITY**



**INCLUSION**



# IDEAS / TOPICS



Promoting awareness & sales for local small businesses

MU mini markers entrepreneurship program

Student simulation for eco-friendly products








# BK-311 PRINCIPLES OF ADVERTISING FINAL PROJECT

- 1 Select a local business in need of social media assistance
- 2 Formulate a social media strategy aimed at increased sales
- 3 Design a posting schedule for 6 week time frame
- 4 Collaborate with business and share results

## BK311: Advertising Pitch Project: Social Media Content Creation

May 2023 until Aug 2023

Date and Time	Description	Picture	Caption and Emoji	Hashtag
2/1/2023 1:00pm	National Girls and Women in Sports Day		Sending empowerment to all female athletes everywhere. You are amazing. Happy National Girls and Women in Sports day from Monmouth Women's Tennis. ❤️	#FlyHawks #MU #NationalGirlsandWomeninSportsDay
2/3/2023 4:00pm	Countdown to Spring Season Opener, add a story with a countdown timer for the first match		We're ready! 🏆  Counting down to the Spring Season Home Opener begins...	#FlyHawks #MU #seasonopener
2/4/2023 12:00pm	Matchday away vs. Seton Hall (4pm), potentially followed by a post with the result		Back and Better than ever! Its Matchday! 📍 Seton Hall 🕒 4pm	#FlyHawks #MU
2/5/2023 1:00 pm	Matchday at Home vs St. John's (4pm), potentially followed by a post with the result		See you in a few hours. Its gameday! 📍 LSTC 🕒 4pm	#FlyHawks #MU
2/8/2023 2:00pm	Get to know: Jordyn Pax (bottom of the		Get to know: Jordyn Pax 🏆	#FlyHawks #MU

Date and Time	Description	Caption and Emojis	Picture	Hashtags
Nov 1	Leaves are starting to change colors	Fall is finally here! Come stop by Rook to try our new fall flavors. 🍁 ☕	Picture of a rook coffee in front of the autumn leaves	#Fall #FallCoffee #RookCoffee
Nov 8	Election Day	Just voted? Let's celebrate with 50% off your coffee! Need to include sticker as proof. us ☕	Graphic of Election Day and Rook Coffee with discount 	#GoVote #RookCoffee #RookElectionDay #Everyonevote
Nov 15	Starting to get colder	Let's transition from cold to hot on this breezy chilly day with our new Vanilla New Orleans Style Rook hot coffee. ☕ ❄️ 🍷	Picture of the Vanilla New Orleans Style hot coffee smoking outside.	#Coldweather #HotCoffee #Rook #VanillaNewOrleans
Nov 22	New Merchandise Drop	Don't wait, our new merchandise is a HOT drop! 🔥 🏆 🍷	Picture of new merchandise over flames edit. 	#CozyRook #NewMerch #RookCoffee #Merchdrop

# PROMOTING AWARENESS & SALES FOR SMALL LOCAL BUSINESSES





# MU MINI MARKETERS

*FUTURE HAWK ENTREPRENEURS*



Fostering entrepreneurial skills

Empowering younger generation

Promoting giving back and charitable causes





# STUKENT SIMULATION

## *ECO-FRIENDLY PRODUCTS*



Fostering entrepreneurial skills

Empowering younger generation

Promoting giving back and charitable causes



# STUKENT SIMULATION

- The Julian Communications Agency, where they will help with the Nurture Bag Campaign from their client, Buhi Supply Co.

