

**Instructor:**

Caitlin Quinn, Board member, HeARTs Speak, Adjunct Professor, University of Florida

**Virtual Classes and Preparation**

Complete *FUNDamentals of Marketing* (self-paced course)

**Class 1: GETTING STARTED (3/7)**

- Course Introduction
- Breakout rooms
- Identifying Challenges & Strengths
  - Intro to SOAR
  - Resources
  - Community Perceptions
  - Community needs
- Final project overview
- Q & A
- Homework: Create a SOAR Analysis and post it to the chat.

**Class 2: AUDIENCE-CENTERED MARKETING (3/14)**

- Check-in
- Guest Speaker: Chelsea Jones, Senior Communications Specialist, Animal Welfare League of Arlington
  - Value of audience-driven marketing
  - Marketing as a form of customer service
  - Collaborating with program/operations team members
- Homework: Identify 3 audience segments for your program and create associated marketing profiles for each. Upload completed assignment to the chat.

**Class 3: MESSAGES THAT STICK (3/21)**

- Check-in
- Group Discussion - Words Matter: Jargon vs. plain language
- Presentation: Connection-Driven Communications
  - Messages
  - Calls to Action
  - Photos + Video as Storytelling Tools
- Activity/Homework: Create a content plan, including messages, core calls to action, and imagery options.

**Class 4: PLATFORMS FOR CONNECTION (3/28)**

- Check-in
- Guest Speaker: Lynette Bodmer, Community Outreach/Volunteer Coordinator, League City Animal Control on taking a multimedia approach to marketing
- Activity/Homework: Identify the digital and traditional marketing platforms that best fit

your identified audiences and a content strategy for each.

**Class 5: PUTTING IT ALL TOGETHER (4/4)**

- Check-in
- Guest Speaker: Tori Fugate, Chief Communications Officer at KC Pet Project on marketing planning in action and tools to stay organized.
- Review of final project and individualized problem-solving
- Homework: Final project, due in 1 week on 4/11/24