

## **Plan Your Dream Marketing Week**

The Plan Your Dream Marketing Week Competition allows for participants to come together to plan a week-long series of events dedicated to the wide world of marketing. As AMA members may be aware, Marketing Week is a national competition that is designed to help you grow your network and provide you with professional opportunities. You will be put into groups to work together to plan your dream Marketing Week with Employer Spotlights, Alumni Panels, and more!

### Judging Criteria:

- There will be 5 Events/Activities for each day, Monday through Friday
- The judging criteria is as follows:
  - Are there a variety of activities?
  - Does your Marketing Week follow a set theme?
  - Will the activities be tied to social media promotion?
  - Do the activities show creativity and innovation?
  - Are the activities appropriate given the goals?
  - Are these activities of high quality?
  - Who benefits from these activities (charity, fundraising, etc.)?
  - Do programs recognize the needs of target markets?
  - How much professional interaction is involved?
- Students will also be judged on their creativity and originality of their Marketing Week

**Most importantly, remember to have fun!**

AMA Pace University's Marketing Week 2020 - Example



AMA Marketing Week Promotional Instagram Sticker

