

SMALL BUSINESS: It's About People Campaign

Objective

In this assignment, students will practice applying the knowledge they learn from the latest “News You Can Use” blog to a true-to-life business scenario.

Scenario

Many businesses are suffering as a result of COVID-19. Owners of the Char-Grilled Brisket food truck have decided to go digital and promote their food online. However, advertisements that ignore the pandemic are exceptionally risky. [According to Edelman](#), major brands have to promote messaging that shows empathy and what they are doing to help in this global crisis. Since food truck companies generally don't have an email list, Char-Grilled Brisket is going to run ads on social media to share their message.

Assignment Instructions

As the instructor, you can choose to decide where Char-Grilled Brisket is operated: a park in a residential area, a business plaza, or a downtown metropolitan area. You may also want to discuss and agree on a target market with the class beforehand, or you can leave this to the students to determine as part of the assignment.

Students campaigns need to address the following:

- Where they will promote message and why this social platform is effective
- Who their target audience is and how to ensure they see the ads on social media
- What Char-Grilled Brisket can do to show they're helping their community, while also making *some* profit to support their small business
- How the food truck can entice people to share contact information, so they have an easier time communicating in the future