Find your



in the world

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Plan Description/Marketing Plan

- Target Audience: High school students, college students, guidance counselors, and teachers
- Communication with Audience:
 - o Informative brochure that explains the profession of occupational therapy and provides internet resources
 - o *Find your spOT in the world* interactive Web site that includes numerous areas of interest and how these are relevant to occupational therapy
 - Physical representation of the *Find your spOT in the world* interactive Web site in pull-tab booklet form
- Advertising and Promotion
 - o Initially, we plan to e-mail the link to the interactive Web site and mail the informative brochure to each high school and college in Missouri. Upon the school's request, we will send the pull-tab booklet. In the future, we plan to expand this to include schools outside of Missouri. Our idea has not yet been implemented, but with funding our goal is to distribute the *Find your spOT in the world* plan in the next three months.
- Uniqueness of Plan
 - Our plan is interactive and allows students to match their unique areas of interest to occupational therapy rather than distributing a traditional, informative pamphlet. Our plan also informs guidance counselors and teachers about occupational therapy in order to help them guide their students. It provides a more expansive view of OT and could bring students from a wider range of interests to our field.
- Anticipated Goal
 - o Recruit students to occupational therapy programs
 - o Educate students, guidance counselors, and teachers about the multitude of interests that are inherent in occupational therapy
 - o Clarifying the role of occupational therapy across many cultures, communities, and settings

Effectiveness of Plan

- Students that fill out an application to our university can check a box that indicates they found out about OT and/or our university via the interactive Web site.
- Students can post questions, comments, and suggestions on the Web site. The site will be regularly updated by our university's students and faculty.

Cost of Plan

- Estimated cost for printing of informative brochures (1,000 color copies, 2-sided)
 - o \$150
- Estimated cost for development of the web site
 - o \$120 per hour of creation
- Estimated cost for advertising (postage)
 - o \$500