

What Marketing strategies are most effective in recruiting students with diverse interests?

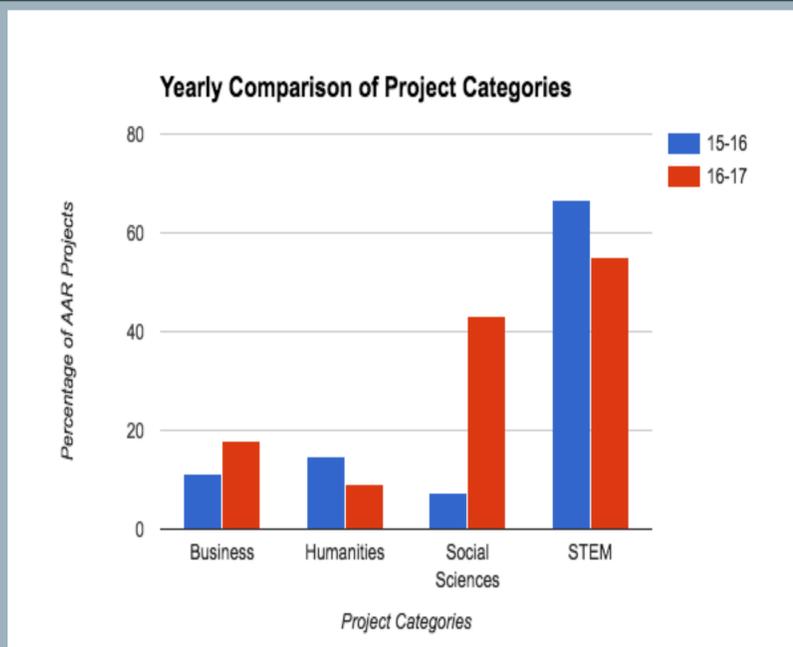
Angus Stayte¹, Jeong Choe², Rachael Kaci², Jessica Tabron²
Palo Alto High School¹, Palo Unified School District²



Introduction

This research will focus on strategies that attribute to inclusive marketing and how they could be used to broaden the outreach for the Advanced Authentic Research (AAR) program. Using the information gained from literature reviews, this project will involve analyzing and applying the practices of inclusive marketing to attract students to non-STEM research projects in AAR. One way I researched was to look at how other companies successfully marketed themselves and expanded into areas that they didn't start out in. The companies I looked into were Apple, Nike, Tesla, and Levi's jeans. All These companies have components that I think AAR can use to grow as a class.

MATERIALS & METHODS



*Due to the difference in the number of total projects between 2016 and 2017, percentages of AAR project areas were analyzed.

- Examining the percentage difference, there is a significant increase in social sciences by 34.4 percent.
- Business saw a 7% increase
- There was a decrease of 11% in STEM
- Humanities saw a 5% increase
- In AAR we still see room for improvement in areas like humanities and business. I have looked into some companies to learn how they successfully marketed to all groups.

Analysis

NIKE



In 1973, brand Nike named after the Greek goddess of victory. A design student Carolyn Davidson created the famous 'swoosh' logo for \$35. Today, the estimated market value of Nike is about \$10.7 billion (citation Nike).

- The marketing campaign was supported by a memorable TV ad in which the Beatles' Revolution was the soundtrack. It was for the first time that a Beatles song was being used in a TV ad.
- Nike, a year later, launched a series of ads with the tag line "Just do it".
- The use of celebrities and sports teams to boost popularity.



Levi's Jean Company

In, 1873 Levi Strauss founded his famous jean company

- Proclaims to committing to authenticity is big to the success of a brand.
- Appeals to emotion by selling the feelings of what it is like to wear a pair of Levi's jeans such as having a story to the product.
- Two horse logo symbolizes a jean that will be strong enough to withstand a days work of the gold miners the jeans were made for.
- They used the logo as a way of marketing because the logo was simple and easy to point out. Some miners in the west were illiterate and could just ask for "the jeans with the two horses on them"

Apple



In 1976, college dropouts, Steve Jobs and Steve Wozniak changed the way people viewed computers by making them small and user friendly in their homes and offices.

- Communicate in language of audience. In order to learn what The students become engaged and interested in.
- Apple designs their products to be so unique where their products are not necessarily the first products released in the market, but became the only one that mattered. They believe that it isn't so much the marketing angle that matters as it is the way that people identify with that angle.

SUMMARY / CONCLUSIONS

Through this research project, I would recommend that AAR implement some of these marketing strategies to cast a wider net of student diversity in the subsequent years. Based on the research area analysis conducted, I would recommend that AAR target its marketing focus to increase student participation in business and humanities. Applying what I have learned from major corporations, AAR program can find ways to further develop its emotional connection with students interested in business and humanities while maintaining its authenticity (Levi's), continue to find its own unique ways for its target audience to identify the program with their own angle (Apple), widely demonstrate and share success stories (Nike's).

Acknowledgments and Works Cited

Thank you to my mentors for helping with my project.

<https://www.entrepreneur.com/article/280692>
<https://www.loc.gov/rr/business/businesshistory/April/apple.html>
<https://blog.kissmetrics.com/7-strategies-apple-marketing/>
<http://www.levistrauss.com/our-story/>
Levi Strauss & Co. has been innovating since the birth of the first pair of jeans in 1873.