

# BOLD JUNIOR

COMMUNICATIONS +  
MARKETING

A CAMP LIKE NO OTHER

[www.fiu.edu](http://www.fiu.edu)

## Description and Purpose

This camp is set to develop skills in designing communication and marketing strategies, which are the plans for communicating information related to a specific issue, event, situation, or audience. The need for strategic analysis and planning has never been greater, especially those related to the fields of communications.

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## Objectives

Participants will:

- Gain an understanding and appreciation of a well-designed communication strategies plan.
- Develop skills necessary for designing and implementing effective communications strategies for targeted markets.
- Analyze emerging markets, technology and channels and their impact on media and mass communications.
- Generate and apply tangible communications assets to specific client campaigns.
- Join an agency setting that creates and executes communication strategies.
- Leadership training: provide students with evidence-based tools for effective intrapersonal communication.
- Increase students' understanding of self-awareness as a foundation for effective intrapersonal communication.

**Dates** Spring Break 2024 (M-DCPS Spring Break)

**Location** FIU MMC Campus

**About the Mentors** FIU Communication Faculty

**Contact** Gabriella Portela at [dportela@fiu.edu](mailto:dportela@fiu.edu)



### Tentative Schedule:

Monday

FIU MMC

8:30am-12:30pm

1. Lecture to gain an understanding well-designed communication plans
2. Work with BOLD Agency to get real-world experience with clients
3. Activities on developing skills needed for designing and implementing effective strategies

Tuesday

FIU MMC

8:30am-12:30pm

1. Lecture: Generate and apply tangible communications assets to specific client campaigns
2. Guest Speaker on Strategic Communication (PR agency)
3. Work on client projects, developing a strategy for a client

Wednesday

FIU MMC

8:30am-12:30pm

1. Guest Speaking on Strategic Communication: Social Media + Branding
2. Leadership training + communication strategies, learning through activities
3. Crisis Communication simulation

Thursday

FIU MMC

8:30am-12:30pm

1. Field trip to local agencies to hear guest speakers and network
2. Work on client projects, developing a strategy for a client
3. Final Presentation on strategic communication projects for client