# Coordinate Marketing Activities – Review of Emerging Mediums

**Hospitality and Tourism Management**

**College Freshman-Sophomore**

<table>
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<th>Objective</th>
<th>Students will learn how to use Jaycut and come up with ideas on how to use the application for marketing, promotional, and public relation purposes.</th>
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| Materials | Computer Lab  
Internet Access  
Data projector and screen  
Laptop  
Butchers paper and markers for teamwork |
| Note to teacher | Ensure the Jaycut site is available |
| Procedure | 1. Teacher to log on to www.jaycut.com  
2. Click on create a – video tour  
3. Play to class via data projector so students have an understanding of the terminology and uses  
4. Get students to log onto Jaycut website  
5. What do you love? (top right hand side) – enter ‘event management’  
6. Search for / Advanced search – ‘events’  
7. Click on the following to review and give you some ideas on how Jaycut could be utilized within marketing, promotions and public relations:  
   - Events  
   - Conferences  
   - Siberia  
8. Once students have an understanding of Jaycut divide them into teams (4-5) and hand out butchers paper and pens for brainstorming  
9. The students are to complete two tasks:  
   - First, identify ways that event organizers could use Jaycut for marketing, promotions and public relations.  
   - Second, complete a SWOT analysis on using Jaycut for Tourism, Cultural, Business and Sporting events.  
10. Once completed, the teams are to present their ideas to the class for discussion. |
| Evaluation | The students will be evaluated on:  
   - Creativity  
   - Team work  
   - The number of great ideas  
   - Identification of strengths, weaknesses, opportunities and threats for use of this medium in the events sector |
ISTE NETS\textsuperscript{1} 1b, 2a, and 2d.

(Created by Elena Zakharova)

\textsuperscript{1} Adapted from