**Merchants of Cool-AP HuG Style**

You have been hired by Patriot High School to make a new course offering, AP Human Geography, seem “cool” to the rest of the student body. There currently is an underground scene comprised of students who revel in being Human Geography “nerds,” but the school is threatening to cancel the class unless more students join.

Your task is to design a marketing campaign to appeal to the general student body.

* Describe your marketing strategy.
* What techniques will you use in your campaign?
* What tactics will you use to disseminate your campaign?
* What kind of information do you need to know about your target audience to design an effective campaign?
* What kind of “spin,” if any, will you use in your campaign?
* How will you not violate the first rule of cool of not letting your marketing show?

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