

# *Content Marketing:* Calendar Project

Submitted by: Antonia Vasileva(657234) , France van Maanen(649827)



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<b>Lecturer</b>	
<b>Date</b>	

**Requirements**

- Every post is a combination of text and visual images
- There is a post for Hero, Hub AND Hygiene content
- Student used Photoshop for at least one post
- Every post is designed to match the chosen channel

<b>Criteria</b>	<b>Score 0-3</b>	<b>Subtotal</b>	<b>Substantiation/comments</b>
Content matches: - Objective - Target audience - Channel - Business Model Canvas		<b>0</b>	
Content has variety in subject, but is consistent in design and style			
Content calendar is clear, consistent and complete			
<b>Final Grade</b>	<b>#N/A</b>		

## Assignment 1: Business Canvas Model

• Key Partners	• Key Activities	• Value Proposition	• Customer Relationships	• Customer Segments
<ul style="list-style-type: none"> <li>• *Employees, staff and teachers at the HAN: we can acquire their expertise in their fields to enhance the HAN's education</li> <li>• Han catering company</li> <li>• Cleaning/Maintenance company</li> <li>• Arnhem student point</li> <li>• ISA</li> <li>• Vietnamese society</li> <li>• International student network</li> <li>• HAN's network that can be invited for guest lectures</li> <li>• Sporthal Kermisland (for organizing basketball/volleyball events, self-defence workshop, soccer)</li> <li>• HFS (Han Formula Students)</li> </ul>	<ul style="list-style-type: none"> <li>• Developing courses and teaching</li> <li>• Acquiring new personnel</li> <li>• Attracting new students (online open day, webinars, student for a day, education fairs, 1-to-1 meetings)</li> <li>• Keeping up to date all communication channels (Website, Facebook, Instagram)</li> <li>• Acquiring new personnel</li> <li>• Organising interactive/social events with the target to support and enhance customer relationship (online workshops,</li> </ul>	<ul style="list-style-type: none"> <li>• We offer a cosy, a home away from home and</li> <li>• Diverse atmosphere to our customers/audience. An open-minded environment where you be who you are.</li> <li>• We solve a common problem of when students move abroad to study, by organising activities where you can meet people, socialise and network. Create and build relationships.</li> <li>• We organise and host events such as lunches/dinners, city trips, scavenger hunts and many more. Create theme</li> </ul>	<ul style="list-style-type: none"> <li>• *We provide our target with clearer career developmental path</li> <li>• *We increase chances of employability</li> <li>• *Adaptation to the current needs of the labour market</li> <li>• *Access to high quality education and possibility to acquire soft skills</li> <li>• *Acquisition of additional skills and competences (such as: via workshops, language courses)</li> <li>• *Hospitality, compassion, integrity, respect, inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Current students enrolled in a course at Han</li> <li>• Lecturers</li> <li>• Administrative staff</li> <li>• Parents</li> <li>• Alumni</li> </ul>

<ul style="list-style-type: none"> <li>• Bondi (start-up located at the IKPW composed of Han students)</li> <li>• Investors</li> <li>• TedX Arnhem</li> <li>• Internationalstudentswork</li> <li>• Companies and Institutes (in NL and abroad)- in which students can do their internships and graduation projects</li> <li>• * Networks include: USCA, EFMD, CLADEA (The Latin American Council of Management Schools), ACE (Automotive Center of Expertise), The European Association of Schools of Social Work (EASSW), The European Network of Occupational Therapy in Higher Education (ENOTHE), The European Network of Physiotherapy in Higher Education (ENPHE), COHEHRE, The European Network of Sport Education (ENSE) The European Teacher Education</li> </ul>	<p>community dinners, masterclasses, introduction weeks, karaoke nights, graduation ceremonies, Q&amp;A sessions, talent events)</p> <ul style="list-style-type: none"> <li>• Taking care of campus facilities (cafeteria, campus shop, sports clubs, multimedia centres, IT facilities, places to relax outside of the building)</li> <li>• Research in the student learning environment</li> </ul>	<p>days and small get together to provide a place for students to socialise.</p> <ul style="list-style-type: none"> <li>• We research better ways to improve communication in our department for us to be more united</li> <li>• We offer good quality and on-track education, i.e. sharing knowledge</li> <li>• Experienced teachers for those students who are looking for a more hands-on and practical education</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback is received after lectures to improve their quality</li> <li>• Up-to-date communication via social media pages of HAN</li> <li>• Students are engaged with guest lecturers to get to know the real-life working environment</li> <li>• Forming student communities which interact with ISB (such as * Vietnamese student society, Han Huntu, etc.)</li> <li>• Lecturers and other members of the staff provide students with consistent advice/counseling</li> <li>• * Assessment of learning and access to administrative</li> </ul>	
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Network (ETEN) , The  
SUNY Center for  
Collaborative Online  
International Learning  
(COIL), The International  
Confederation of Dietetic  
Associations (ICDA)

- procedures via  
online platforms
- HBO study for  
bachelors and  
masters with an  
international  
environment

• Key Resources	• Channels	• Cost Structure	• Revenue Stream
<ul style="list-style-type: none"> <li>• *Human resources:               <ul style="list-style-type: none"> <li>- students and interns who do their graduation assignment at HAN and therefore, use this opportunity to research communication within the ISB department</li> <li>- Teachers update the study curriculum often to ensure good quality and up-to date education</li> </ul> </li>   <li>• Physical resources:               <ul style="list-style-type: none"> <li>- Printers, furniture, computers - which have programs that can help students be familiar with the tools that will be used in projects</li> <li>- Basecamps, Work/meeting</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Events</li> <li>• Social Media channels (Facebook, LinkedIn, Instagram)</li> <li>• Online Platforms (website, Teams)</li> <li>• E-mails</li> <li>• Print documents, flyers, etc. and magazines</li> </ul>	<ul style="list-style-type: none"> <li>• Salary for personnel</li> <li>• Advertising/Marketing activities</li> <li>• Maintenance of the physical environment and keeping facilities up to date</li> <li>• Funding for scholarships and exchange programs</li> <li>• Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• *Bachelor Degrees:</li> <li>• European students + Suriname: € 2,143</li> <li>• Non-European students:</li> <li>• € 7,399</li> <li>• For 2021-2022 academic year:</li> <li>• €2,168/€ 7,510</li> <li>• In full payments or installments (year-per-year)</li> <li>• *financial guarantee- for non-European students</li> </ul>

rooms, study center, meeting/hangout areas around the school, cafeteria

- Nearby park, a gym, lokaal 99, outside seats where bigger events can be hosted
- HAN database
- Financial resources: funding from tuition fees, for scholarships

## Assignment 2: Persona, Empathy Map, Customer Journey

### Persona



## LAURA

- **AGE: 19**
- **OCCUPATION: 1-YEAR COMMUNICATION STUDENT**
- **FAMILY: FAMILY OF 4, 2 SIBLINGS, ALL LIVE IN THE HOME COUNTRY**
- **STATUS: SINGLE**
- **LOCATION: ARNHEM, THE NETHERLANDS**

CREATIVE

SHY

HARD WORKING

MOTIVATED

### ABOUT

Laura is a passionate Communication student who has always wanted to study abroad and experience different culture.

She is also an art person who would like to be part of a friendly, open-minded and international community. She needs to engage with supportive and understanding lecturers and fellows.

Moreover, she would not only like to gain communication knowledge and soft skills, but also be able to apply them in the real world.

### GOALS

- Acquiring soft skills such as good time-management and self-organization
- Gaining practical experience by the internships offered
- Gain international network

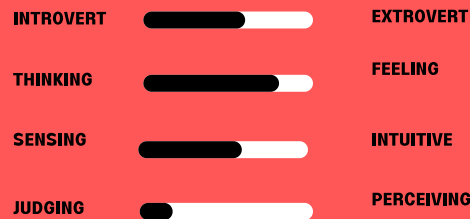
### FRUSTRATIONS

- Studying solely online
- No certainty of the schedule
- Emphasis solely on exams as an integral part of the assessment, desire for more projects instead
- Fast pace of the studying process which doesn't allow to go in-depth enough

### MOTIVATIONS

- Relevance of the subjects
- Diversity and wide scope of knowledge areas
- Proximity of Arnhem to other cities which allows regular traveling as a recreational activity
- Offered housing for HAN students

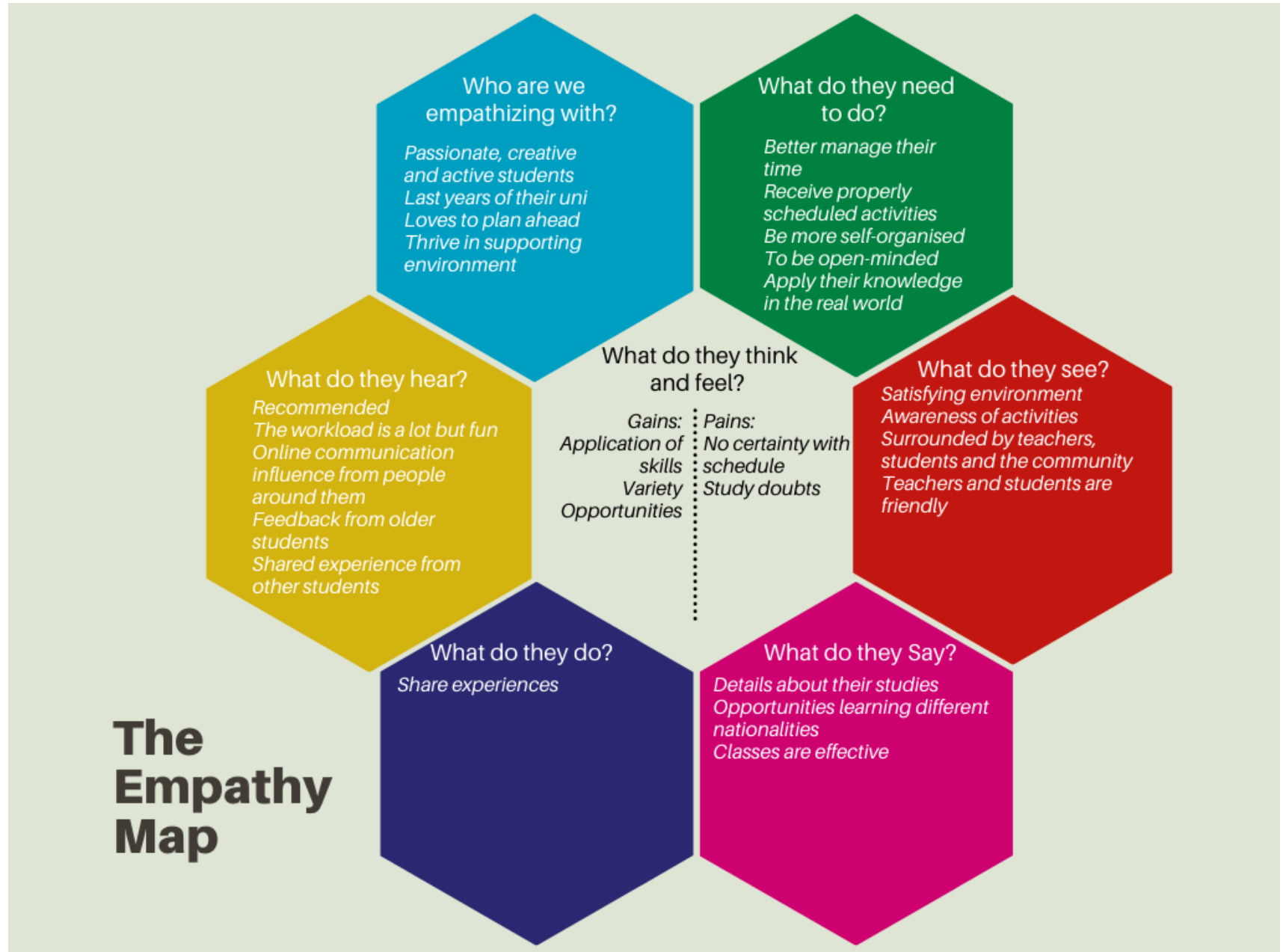
### PERSONALITY



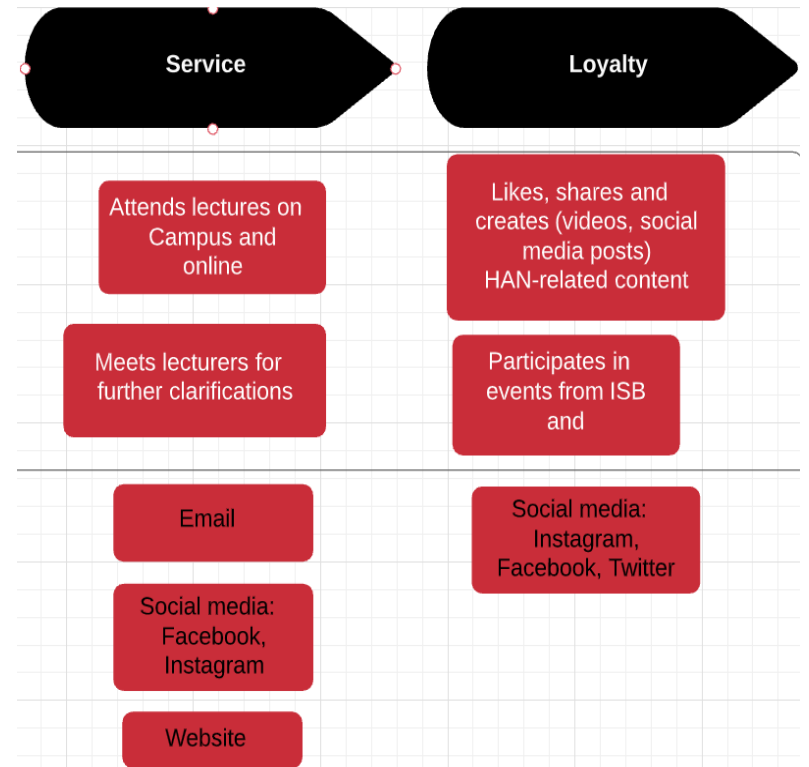
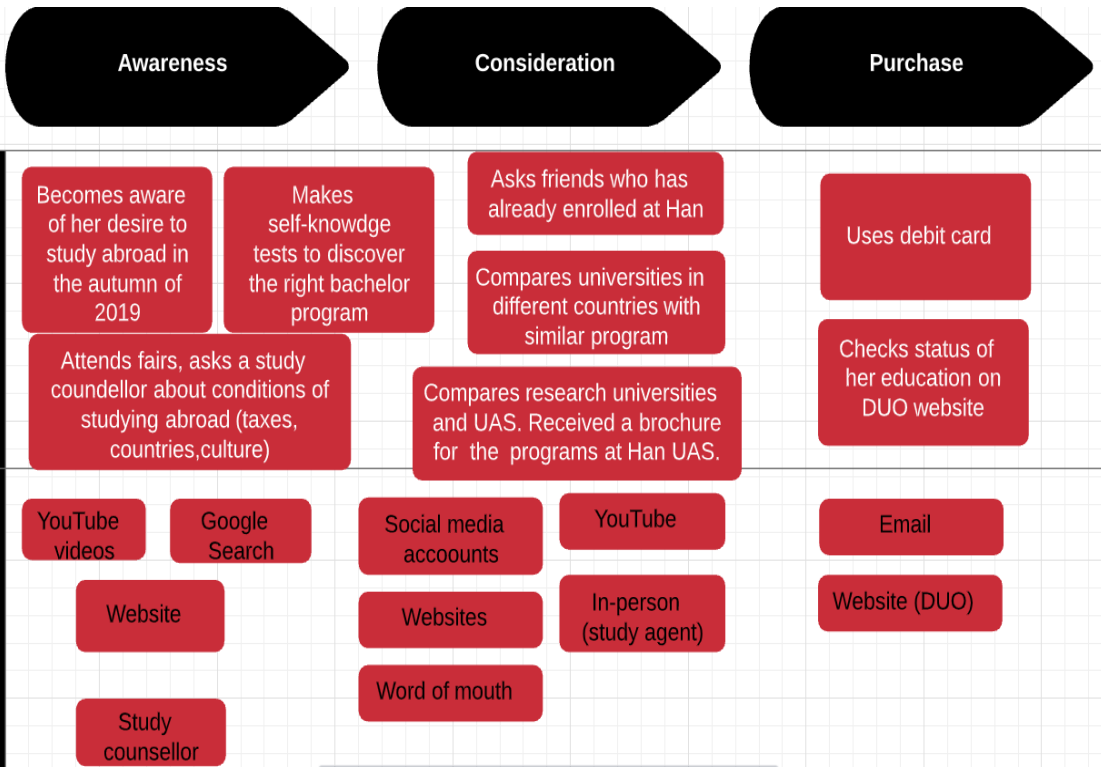
### PREFERRED CHANNELS



## Empathy Map



# Customer Journey Map



## Assignment 3: HHH

# Portfolio

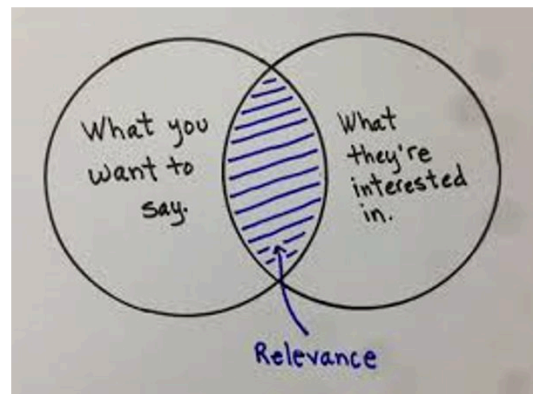
Create content individually for our client based on the input you got from the Empathy map/ interview...

1. Hero
2. Hub
3. Hygiene

One will be in full design incl. visuals (you design that one in Joyce's class)

Timing and purpose according to the calendar as a group

- Next week




**Found HERO content**


Figure 1: Podcast release





Figure 2: Mindfulness event


Figure 3: Open evening

Figure 4: Consultation weeks


 [isbinternationalcommunity](#) ...

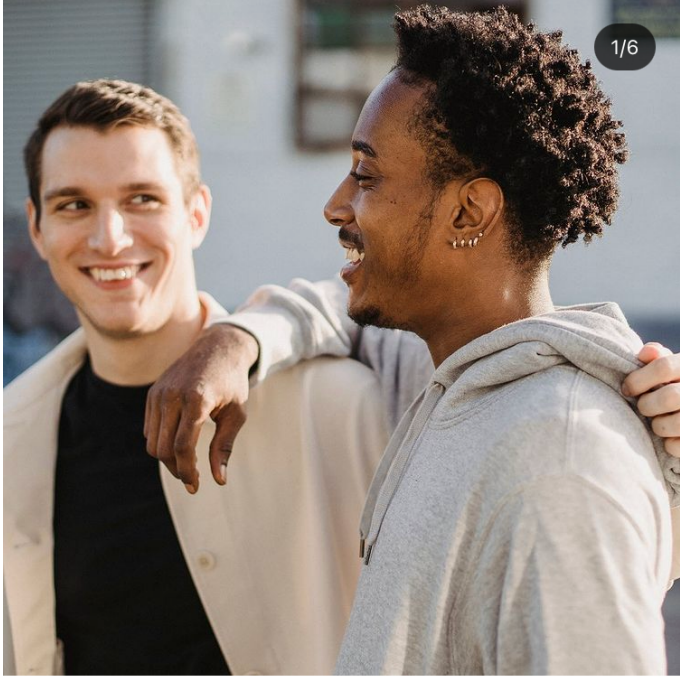







   


 Liked by olyatells and 90 others

[isbinternationalcommunity](#) Special podcast release on Liberation Day! ☀️

 [isbinternationalcommunity](#)  
HAN Univ. of Applied Sciences International Office ...



 Liked by dididobreva\_ and 126 others

[isbinternationalcommunity](#) Life is not always easy; how can we help? ❤️

**02** [Sign In!](#)JUN Online Open Evening Part-time [↗](#)

Did corona make you think? In any case, it is no reason to sit still. Maybe you think more about your work. Are you still doing what you like? Are you looking for depth or do you want to specialize? Take your chance and visit the Open Evening on 2 June.

## PRACTICAL INFORMATION

- Date : Wednesday June 2, 2021
- Time: 6:00 PM and 9:00 PM
- Location: Online
- Registration: [Open Evening](#) [↗](#)
- Program: announced 1 week prior to the Open Evening

Are you still doing what you like? Are you looking for an in-depth look? Or do you want to specialize? Have you orientated yourself in a study program, but are you still in doubt? Take your chance, talk to us and start in September!

## PRACTICAL INFORMATION

- **Registration:** It is not yet possible to register for the Consultation weeks August 2021.
- **Date :** August 16-27, 2021
- **Time:** An appointment is scheduled
- **Location:** It is not yet known whether the conversations will take place on the HAN campus or online.

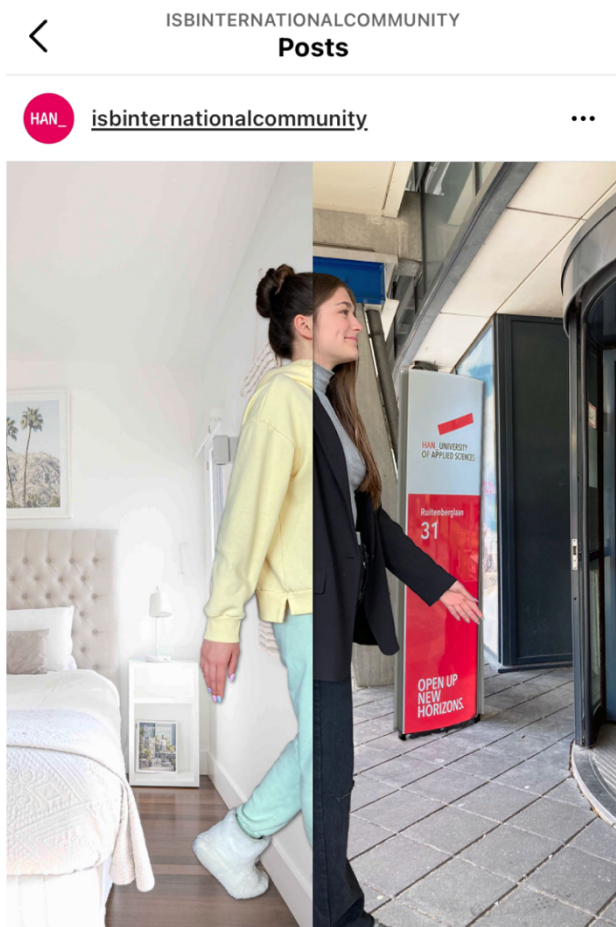
**Created Hero Content:**

Figure 5: ISB announcement physical classes

Figure 6: Enter a business life in a business school

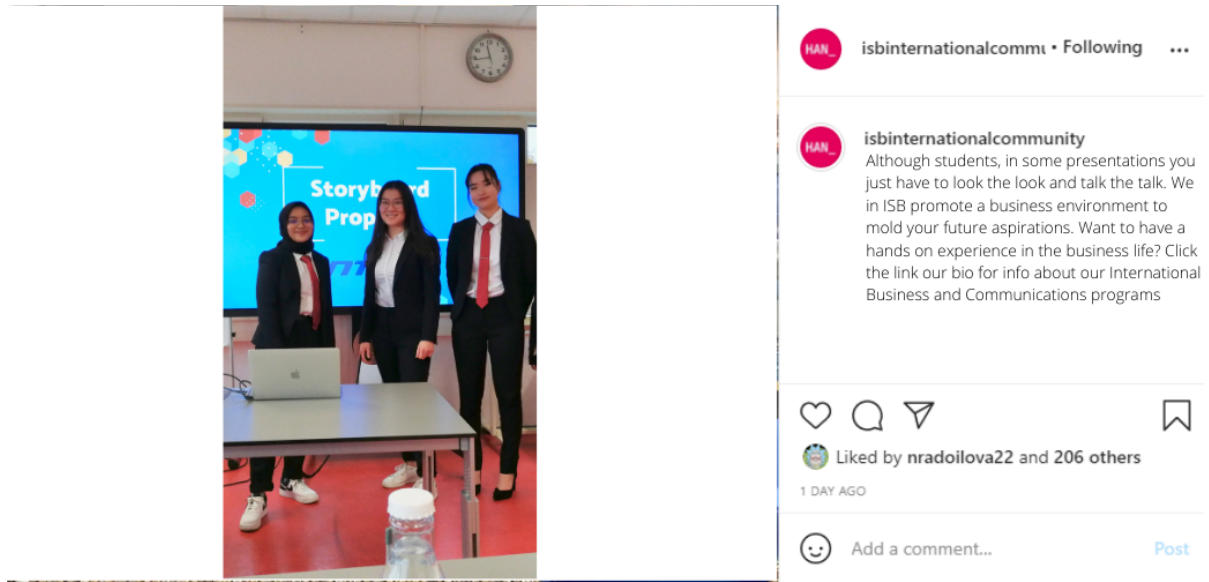
Figure 7 Internship campaign 'Future me'

Figure 8: Han got talent



isbinternationalcommunity We are back people! HAN is now open for physical classes again. We have some rules when going to school which are seen at uni. See you soon 🤪 #coronaproof #backtoschool #universitylife

16 seconds ago





isbinternationalcommunity

isbinternationalcommunity Are you ready to bridge the gap between knowledge and its practical application? Now you have the chance! 🦋

Put on your 'Future me' shoes and and experience the ins and outs of your profession during our 'Future me' internship campaign! 📣

It gives you the opportunity to work side by side with acknowledged professionals in the business field!

For more information about the campaign and the requirements for participation, check our Bio!



Liked by long\_nvan and 88 others

1 DAY AGO

Add a comment... Post



HAN University of Applied Sciences

1.46K subscribers · 820 videos

HAN University of Applied Sciences: springplank naar de toekomst Wij zijn HAN University of Applied Sciences. We bieden een ...

SUBSCRIBED

Latest from HAN University of Applied Sciences



Discover our talents – 2022 talent edition

500 views · 1 day ago

HAN University of Applied Sciences

Han University is not only a place to study, but fully develop ourselves, and share the joy throughout our journey ....

New Subtitles

## Found HUB content

Figure 1: Blog about best study strategies

Figure 2: Blog about successful students

Figure 3: Photographer job alert

Figure 4: Number of student registrations

HAN\_

Home

## DO YOU ALREADY KNOW THE FOLLOWING 6 BEST STUDY STRATEGIES?

17 mei 2021 door [Lieneke Makaske](#)

The following 6 strategies for effective learning are based on official research: they have been proven to work. So take advantage of them!

- 1. Spaced Practice**  
Start planning early for your exams. Don't plan to study 8 hours on 1 day but try to spread it out over multiple days.
- 2. Retrieval Practice**  
Before going through all your study materials, put them aside and write or sketch everything you currently know. You can make use of practice exams for this.
- 3. Elaboration**  
Ask yourself possible exam questions while you are studying and try to find the answers in your study materials. You can create mind maps or pictures to connect different ideas and to visualise how they connect.
- 4. Interleaving**  
Keep focussed by switching between ideas when you study. When you switch between them, you will in the end be able to connect them. Integrate breaks to increase your focus when you are working.
- 5. Concrete Examples**  
Collect the examples that were used in class. Try to link ideas to examples to improve your understanding.
- 6. Dual Coding**  
Try to explain visuals from your books and class materials in your own words or try to visualise information that you are learning into pictures or mind maps.

HAN\_ [isbinternationalcommunity](#)



♥ 💬 📌

🌍👤 Liked by olyatells and 229 others

**isbinternationalcommunity** Students in the spotlight! ✨

Hi all! We are Merve (left) & Sarah (right). 2.5 years ago, we started studying at the HAN, we both study International Business and specialize in Marketing & Sales. In these past years we have learned a lot and used this knowledge to create our own business.


## NEWS



## Number of registrations at 2019 level

The number of registrations for a study at a university of applied sciences is lower than last year. This is evident from national figures published by the Association of Universities of Applied Sciences. Fewer students also registered at HAN; the number of registrations is at the level of 2019.




 HAN Editorial office  
May 11, 2021

### ONLINE PROFESSIONAL THERAPY

## Being a telepresentative as a professional therapist

Professional therapy is about to break new ground online. You have to, in times of corona when you can't be together physically. The HAN action study 'Being a telepresent as a professional therapist' investigated the accessibility and application of digital resources.



 HAN Editorial office  
May 10, 2021



HAN Univ. of Applied Sciences International Office

30 May 2020 · 🌐



Job offer alert!!! 🚨🚨🚨🚨

Are you an experienced camera man or woman who loves being creative behind the camera? An online storyteller with excellent editing skills, and not afraid to give directions to make fun and informational videos? Then you're the one we're looking for! Swipe to check how to apply!



Are you an experienced camera man or woman who loves being creative behind the camera?

An online storyteller with excellent editing skills, and not afraid to give directions to make fun and informational videos?

Then you're the one we're looking for!

The International Office is looking to hire 2-3 student employees who can help us create video content (approx. 15-20 videos which will be presented together with other online content over a period of weeks) for our introduction activities.

These are paid part-time positions, with hours and duration yet to be determined. The job may require working during the


## Created Hub Content:

Figure 5: Facebook post- Invitation to students to make short video of a moment in their summer to share their experiences with each other. It suits the target since they use Facebook to communicate with HAN.

Figure 6: Events team behind the scenes

Figure 7: Success story in ISB

Figure 8: Instagram Story invitation to a guest lecture by Neil Patel

 HAN Univ. of Applied Sciences International Office  
13 May at 14:37 · 🌐

Summer is coming soon, and we all anticipate impatiently our deserved summer break. ☀️

Since most of you adore traveling around or far away, and Covid measures are being mitigated little by little, we don't doubt you'll embark on some traveling experiences once it comes.

Going on trips or staying at home, it doesn't matter- as long as we are together and share our journey with each other! That's we invite you to join our initiative: "Be together, even apart" by sending us a short video of your summer which we will edit and combine with the other's students.

It will be shown in the next year's *IntroWeek*, so that we get to know each other even better and start the year with positivity and team spirit!  
For more information, check this link:  
[www.han.nl/2021\\_IntroWeek/BetogetherEvenapart/](http://www.han.nl/2021_IntroWeek/BetogetherEvenapart/) or contact our international office via: +316 213 948 34





HAN Univ. of Applied Sciences International Office is at HAN Univ. of Applied Sciences International Office.  
May 3 at 12:01 PM · Arnhem · 🌐



**Caption:**

Curious to who has been cooking up the fun in our events? Meet our events team behind the scenes. Veerle, Suhaib, Sven and Slavena. Hold to your seats because there is something nice that awaits you this June. Like our page to know more details of our upcoming events.

**Caption:**

From a typical school research to becoming one of interrail's most reliable market research. Jenny was able to help interrail with their brand awareness strategy by using her research in her second year. Way to go Jenny!



HAN Univ. of Applied Sciences International Office is at HAN Univ. of Applied Sciences International Office.  
May 3 at 12:01 PM · Arnhem · 🌐



NEILPATEL



A New York Times Bestselling author, recognized as a top 100 entrepreneur under the age of 30 by President Obama

Neil Patel

Is joining us to reveal the secrets of what successful Online Marketing consists of!

*Don't miss this opportunity- Link in our Bio!*

HAN\_

## HAN Portal Outgoing Mobility

### STUDY ABROAD & PROJECTS ABROAD

Welcome to the HAN application portal.

#### OPEN PROCEDURES

##### Study Abroad

Please check the [Study Abroad Partner Universities Overview](#) and find out if your preferred Study Abroad place is available in the semester that you prefer, at the partner university of your choice. Select your application form for Study Abroad below.

##### HAN Community Development Projects

For the Community Projects select the Application form for HAN Community Projects below

**Important: you will not see the link to the Application forms if you are using the Internet Explorer browser. If you cannot see the section Form nor the link to the application form at the bottom of this section, please copy and paste the URL of the portal into another browser such as Google Chrome or Mozilla Firefox.**

## Found HYGIENE content

Figure 1: Study abroad general information

Figure 2: Registration requirements for applying at HAN

Figure 3: Companies in partnership with HAN

Figure 4: Checklist for going to HAN

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## REGISTRATION REQUIREMENTS

To rent a room, you must meet the following requirements:

- You must be enrolled as a student of HAN University of Applied Sciences for a bachelor/master or exchange program
- You must have a nationality other than Dutch
- Non-EU/EEA and master students who have completed the financial transactions of the [financial guarantee](#) (including the accommodation fee) will have a reserved room. The deadline for payment is mentioned on the invoice. Housing cannot be guaranteed after this deadline.

**Note:** non-Dutch, EU/EEA students who do not have a guaranteed room can contact the HAN Housing Office by email for a place on the waiting list.

## BOOK YOUR ROOM

Meet all the requirements mentioned above? Paid the accommodation fee? Then you'll have a guaranteed room through the HAN Housing Office.

The SSH&, the student housing association of Nijmegen and Arnhem, has created the booking system: Book your Room. This allows you to choose your own room. After your

[HAN\\_ CAREER CENTER](#) [JOBTEASE?](#)


[Dashboard](#) [Companies](#) [Jobs](#) [Events](#) [Tips & Tricks](#) [Appointments](#)

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INDUSTRY ▾
COMPANY TYPE ▾

☰ **BEST MATCHES** 🗑️


1797 companies to discover



**Opel Belgium NV**

Large company - 37000 employees  
Opel is a German automobile manufacturer, part of Stellantis.

[See our job vacancies](#)



**Charity Let's Break the Shame**

Government/ Charity/ Public Institution/ Other  
Mental Health Charity that helps those who are struggling mentally.

No job vacancies



**Mercator Launch**

Startup  
Pre-incubator of the Radboud University and Radboudumc

No job vacancies

[HAN\\_](#)

[educations ▾](#) [To study ▾](#) [Research ▾](#)
🌐 ▾
👤
🔍

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[Open up new horizons - HAN University of Applied Sciences](#) > 
 [Studying at HAN](#) > 
 [Study part-time or dual](#) > 
 [Register for a part-time course](#) > 
 **Sign up | Checklist**

## SIGN UP | CHECKLIST

You go through a number of steps during registration for a part-time degree program at HAN. The intake is an important part. This results in a study choice advice. This way you immediately know which part-time program best matches your personal situation.

- ▾ Entry requirements
- ▾ Register via Studielink
- ▾ The intake
- ▾ Complete your registration

**Created Hygiene Content:**

Figure 5: Time management

Figure 6: Email welcoming students back for the new study year-featuring schoolbooks' list and academic calendar

Figure 7: Disenrolling instructions; instagram stories

Figure 8: Email welcoming students back for the new study year-includes schoolbooks' list and academic calendar

**TIME  
MANAGEMENT OF  
THE HAN STUDENT**



Your future is created  
by what you do today  
HAN\_



**1. KNOW YOURPRIORITIES**

What does my schedule look without that commitment?

Which task accomplishment (20% of the tasks on a subject) will give me 80% of the results?

**2. USE TIME-TRACKING APPS**

You will know how much time you need for each task.

Examples: Hubstaff, TrackingTime, Timely, Workplus, Pomodoro, Timeular

**3. USE DEADLINES**

Deadlines are real game-changer which allows you to concentrate fully and be efficient with your time

**4. PLAN AHEAD**

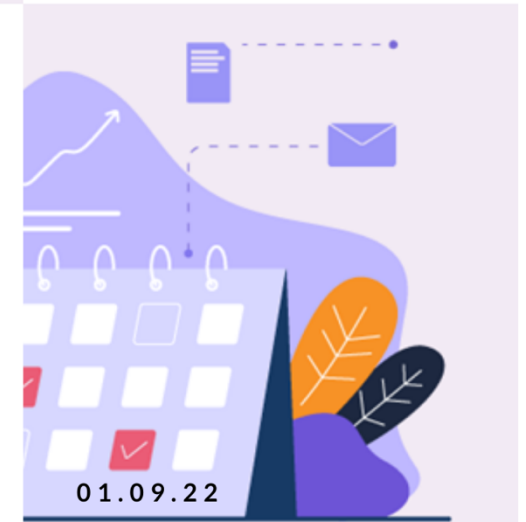
Use a planner, online excel sheet or just a plain notebook to keep track of your exams, part-time job, important appointments and meeting with friends!

**5. AVOID MULTITASKING**

Commit to do only one thing at a time and give your full attention to it! Don't forget to take breaks consistently during the day to recharge and refresh!

**6. LEARN TO SAY NO**

Refer to others who might help the person, and promise to be available in the future, but don't be untrue to your priorities!



## Start of 2021/2022 School Year

2



No Reply HAN <noreply@han.nl>

Fri 16/07/2021 at 10:30

To: Lisa Janssen (student)



2 attachments (143 KB) Download all Save all to OneDrive - HAN

Dear student,

We hope you had a great summer holiday!

We are more than happy to welcome you back on campus for the next 2021/2020 school year and share our knowledge and experiences with you!

We have been given permission by the Government to organize classes on Campus. In case there are cases of infected students or personnel, we will close our buildings for at least a week until we figure out if more people have been infected and our spaces are safe.

Make sure you check your Academic Calendar in the attached files. Here, you will find about the holidays and study weeks during each Period. The Calendar is also uploaded on [#OO \(Onderwijs Online\)](#).

Last but not least, we encourage you to purchase your study books so that you can be prepared before the start of the new school year. You can find what books you will need and how you can buy them in the file 'Purchasing study books'.

Should you have any other questions, don't hesitate to send us email, or contact our International Office Desk at HAN. Our opening hours are: Monday-Friday (09h-18h).

Looking forward to having you back on board and sharing this adventure together!

# NEED TO DISENROLL FOR THE EXAM?

SEND AN EMAIL TO [EXAMREGISTRATION.ISB@HAN.NL](mailto:EXAMREGISTRATION.ISB@HAN.NL) WITH  
THE TEMPLATE BELOW

First Name: John  
Last Name: Doe  
Student number: 000001  
HAN email: [j.doe@student.han.nl](mailto:j.doe@student.han.nl)  
Telephone number: 06000000  
Study phase: First year  
Study program: Communications (English)

Subject: Business Communications  
Exam code: BENBUC1A.1, BENBUC2A.2  
Exam date: 17 June 2021

Subject: Introduction to Public Relations  
Exam code: BIPRPRE1A.1  
Exam date: 18 June 2021



# COMMUNICATIONS

A cluster subjects

  
HAN UNIVERSITY  
OF APPLIED SCIENCES

**ABR BBU**

**MARKETING COMMUNICATION &  
BRANDING**

*Exam offered in t1/t2/t4*

**APC PEC**

**PERSUASIVE COMMUNICATION**

*Exams offers in t1/t2/t3/t4*

**ADE DEX**

**DIGITAL MARKETING**

*Exams offers in t1/t2/t3/t4*

**APPD PPD**

**PERSONAL AND PROFESSIONAL  
DEVELOPMENT**

*Exams offers in t1/t2/t3/t4*

**AIA ICA**

**INTERCULTURAL AWARENESS**

*Exams offers in t1/t2/t3/t4*

**APC DNM**

**PROBLEM SOLVING AND  
DECISION MAKING**

*Exams offers in t1/t2/t3/t4*

## Assignment 4: Content calendar

- Create a content calendar, scheduling the content you and your teammate have created/ found in assignment 3.
  - Put content calendar (including 6 extra different content suggestions!) in portfolio

Date	Day	Content code	Subject	Target audience	Type of content	Description	Owner	Status	Objective	Channel	Content	Action
05/05/2021	Wednesday	HE1	Podcast release	Current students	Hero	The culture club podcast release	France	Done	Advertising	Instagram, Facebook	Photo of the recording	Done
24/05/2021	Wednesday	HY1	Study abroad information	Current students	Hygiene	General information about applying to study abroad programs	France	Waiting to post	Community	Website	Text	No further action needed
25/05/2021	Tuesday	HU1	Best study practices	Current students	Hub	An article about best study practices	France	In progress	Community	Website	Text	Write article
26/05/2021	Wednesday	HE5	ISB back to school announcement	Current students	Hero	Announcement of physical classes	France	In production	Community	Instagram, Facebook	Photoshopped photo+text	Photoshop photos
27/05/2021	Thursday	HU2	Student spotlight	Current students	Hub	Two ISB students opened up a business; success story	France	Waiting to post	Advertising	Instagram, Facebook	Photo of the student+quote from her	No further action needed
31/05/2021	Monday	HY7	Disenrolling instructions	Current students	Hygiene	Who to contact and what to include in the email	France	Visual done; still needs caption	Community	Instagram, Facebook	Photo with text	Write a caption
01/06/2021	Tuesday	HU3	job alert	Current students	Hub	Photographer job alert	Antonia	Text outlined, needs visuals	Community	Facebook	Text with a photo	Obtain picture from the job advertisers
03/06/2021	Thursday	HU4	News article on the website	Current students	Hub	Number of student registrations: facts and figures	Antonia	Done	Leads	Website	Image with calculated data	No further action needed
07/06/2021	Tuesday	HY3	Companies in partnership	Current students	Hygiene	Career center; available partners for internship	Antonia	Done	Community	Han Job Teaser website	Images and data from companies	Done
08/06/2021	Tuesday	HU5	Invitation to students	Current students	Hub	Invitation to students to make short video of a moment in their summer to share their experiences with each other. It suits the target since they use Facebook to communicate with HAN.	Antonia	Done	Community Leads	Facebook, Instagram	Photoshopped image and description	No further action needed
10/06/2021	Thursday	HU6	Events team	Current students	Hub	Who are behind the curtains during events?	France	In progress	Community	Instagram, Facebook	Film of what happens before an event	Need to film video

15/06/2021	Tuesday	HU7	Student spotlight	Current students	Hub	Students Merve and Sarah and their business	France	Waiting to post	Awareness	Instagram, Facebook	Photo of the two students+text caption	No further actions needed
17/06/2021	Thursday	HU8	invitation to a guest lecture by Neil Patel	Current students	Hub	Insagram Story promoting a guest lecture on Online Marketing, given by Neil Patel	Antonia	In progress	Leads Community	Instagram	Photo and short decsription	Ask for a photo
18/06/2021	Friday	HE2	Mindfulness event	Current students	Hero	Event notification	France	In planning	Awareness	Instagram, Facebook	Photo from a previous event+text invitation+sign up link	Make a draaiboek
24/06/2021	Thursday	HY6	Schoolbook list	Current students	Hygiene	An email welcoming current students back on Campus for the new school year, includes content calendar and a schoolbook list	Antonia	In planning	Awareness	Email	Text, PDF of book list and an infographic for the academic calendar	Make the Infographic and write the text
14/07/2021	Wednesday	HE6	business life	Current students	Hero	Promotion of a business environment at ISB	France	In progress	Advertising	Instagram	Photo of students in business outfits+text	Photoshop photo
30/07/2021	Friday	HY4	Checklist	Prospects	Hygiene	A page on the Han website which contains	Antonia	Done	Conversion	HAN website	Text and links	Done
02/08/2021	Monday	HY2	Registration requirements	Current students	Hygiene	Applying for a a room; requirements	France	Checked info and updated	Awareness	Website, Intranet	Text	No further actions needed
30/08/2021	Monday	HY8	subjects list	Current students	Hygiene	A list of what subjects students are getting	France	Visual done; waiting to be posted	Awareness	Instagram, Facebook	Photo with text of the info	No further actions needed
06/09/2021	Monday	HY5	Time management	Current students	Hygiene	6time-management tips on how students can handle their time efficiently	Antonia	Done	Community	Leaflet-propagated on Campus	Leaflet with photoshopped visual and text	No further actions needed
15/09/2021	Wednesday	HE4	Consultation weeks	Prospects	Hero	Online zoom meeting with future students-talks with HAN lecturers and administration staff regarding the desired	Antonia	In planning	Awareness	Zoom meeting-posted on Facebook, third-party	Presentation, video materials, text and images	Plan each of the activities and prepare presentatio

						study courses by international students				websites, Instagram		n with insights from the different study courses
18/10/2021		HE7	Internship campaign 'Future me'	Current students	Hero	3 students from Communication course and 3 Students from International Business course have the chance to win 2months summer internship	Antonia	In planning	Community	Instagram	Photoshopped image and description List with requirements for participation	Write the list with requirements, plan meeting with professionals
20In/04/2022		HE8	HAN got talent	Current students	Hero	YouTube video featuring the talent show of ISB students	Antonia	In planning	Community	YouTube	Video	Plan the sequence of the event activities
<b>Extra content:</b>												
		OIDH U1	Student spotlight	Current students	Hub	Two students from IB started their own start up for sustainable vehicles	France	Pending	Awareness	Instagram, Facebook	Photo of the two students with their products	Take photo of them
		OIDH U2	Coffee date	Current students	Hub	Coffee and cookies at the basecamp every Wednesday	France	Pending	Community	Instagram, Facebook	Photo of coffee cups at the basecamp	Take a photo and prepare caption
		OIDHY 1	Exam period t4 and t5	Current students	Hygiene	Info and dates of exam periods	France	Pending	Community	Instragram, Facebook	Photo with text of the information	Make layout on canva
		OIH9	Showcase HAN lecturers' background and current environment	Current students, prospects	Hygiene	<b>Who are our lecturers?</b> – YouTube video about their career, personal path, what made them begin a career as lecturers and how do they spend time together as HAN employees	Antonia	Pending	Awareness Community	YouTube	Video	SHoot videos of 7 lecturers in ISB
31/05/2021		OIHU9	Healthcare as a mandatory	Current students	Hub	<b>Instagram live story</b> with a professional	Antonia	Pending	Community	Instagram	Livestream	Agree on specific

			ingredient of successful education			from the healthcare Industry- bringing awareness about the danger and risks of smoking tobacco on 31 <sup>st</sup> May- the World Health Organization's World No Tobacco Day						subtopics to be discussed and prepare questions
		OIHU10	Awareness of LGBT Communities	Current students	Hub	Pride Month 2021 (An Annual LGBT Pride Celebration) Online zoom event-quiz and talks to raise awareness of current issues facing the community	Antonia	Pending	Community	Instagram, Facebook	Zoom event	Prepare specific topics points, make a presentation

## Assignment 5 Reflection

- Reflect on your content... (assignment 5)
  - Does it meet the needs, wants, pains and gains (look back at your empathy map) of your persona...?
  - In other words, how relevant is your content?
- Put your reflection in portfolio!

### France's reflection:

- ☞ Our target audience persona is a passionate communication student. Therefore, I think what she needs is good communicative environment in her university. A clear announcement or notification of activities would definitely be interesting to her which later on will result to her staying tuned to these media channels in order to get the latest news. She is very creative which makes decorative, innovative and unique posts very attractive to her. She is working on having better time management which we want to project by giving her some tips and tricks to help her out. As well, she likes applying her knowledge in the real world and the best way we can exercise this interest is by providing workshops that can be helpful with students like Laura.
- ☞ Next, our target market's persona wants to develop more skills that can be later on used in their future career. Besides that, they want to acquire practical experience which we want to exercise by offering job alerts within the ISB community. Furthermore, they would want to gain an international network and we have formulated a way this can happen. This is through events and get-togethers with other students in ISB.
- ☞ In other words, I do think our content is very much relevant to our target market. I considered what the target market's age group would consider interesting, her passions, personality and what she considers relevant are all applied to what we have created and found. For example, her preferred channels are the most common medium we would like to use for us to be able to reach her. Besides that, I wanted to make sure that they are accurately informed about exam processes, the curriculum, and the projects/study abroad.

### Antonia's reflection:

- ☞ Since one of our persona's main pain points were time-management and application of the knowledge they gain at HAN in the real arena, we created a leaflet for time-management tips which will be distributed at the school library, classrooms and HAN corridors.

- ☞ For satisfying the needs for practical experience, we will post a Hero content on their most often used channel (instagram) to announce the campaign 'Future me' where they can gain extra experience besides their scheduled internships during the 3<sup>rd</sup> and 4<sup>th</sup> Year at the University. This internship campaign will take place during the summer and only 6 students from ISB will have the chance to participate. For the image- HAN is a bracelet of the HAN helping hand to students, and the hand fingers are showing a sign of 'Victory'- the victory that students will have over their fear of the practical side of their studies!
- ☞ Since another of the frustrations of our Persona is studying solely online, announcement is made that HAN will open for physical classes again (again other most preferred communication channel-instagram).
- ☞ Our Persona is creative and that's why we will organize Talent Event 2020, where they can network (one of the painpoints) and show their creative personality and skills.