

## SEE WHAT PSU BUSINESS STUDENTS ARE DOING!

### *Creating Business & Community Development in the North Country*



PSU students are involved in numerous projects helping to improve the climate of New Hampshire by:

- Engaging with business owners to identify a value proposition, specific brand platform, and messaging/imagery based on the client's needs. The result was to develop professional-level marketing campaigns for each element of Lancaster's emerging entrepreneurial landscape
- Working with community leaders to create a marketing campaign aimed at attracting a younger population to the area to help turn around a demographic decline
- Partnering with the State of New Hampshire Division of Travel and Tourism to create a marketing campaign designed to bring more Canadian tourists to the state

### *Launching PSU's Student-Run Apparel Company*



PSU students, as part of the Marketing Association of Plymouth State (MAPS), have launched a new business that creates and sells apparel. They practice all the fundamentals of running a business, including:

- Working with commercial machines
- Managing inventories
- Marketing their services
- Interacting with clients
- Handling finances

They have their own building on campus complete with cutting-edge digital to garment equipment. Plans are to expand the business into other product areas.

### *Managing a Growing Ice Cream Business: Caring Scoops*



Students created a co-branded ice cream business with a local restaurant/hotel chain, The Common Man. Students developed the business and marketing plan, launched new products and are now growing the business to sell in other venues. Proceeds from the business support a homeless veteran's charity, The Bridge House.

### *Developing Social Media Strategy for Castle in the Clouds*



Students are working with a local tourist venue, Castle in the Clouds, to develop and manage a social media marketing campaign. Students are getting hands-on experience marketing via Facebook, Twitter, Pinterest and other social media platforms, all while helping this not-for-profit New Hampshire landmark increase its brand awareness and reach.