The #NC22Challenge Project

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Teaching & Learning Fair - Experiential/Service Learning (Other) Thursday, May 30, 2019
Teaching & Learning Fair Presentation 2:35 PM
Abstract 2019-077 Room: Borgne

A project where students partnered with an organization to learn about social media and raise money for a cause. Students developed a social media marketing campaign that consisted of nominating people to do 22 push-ups and to donate $22. An outline of the assignment and campaign outcomes will be provided.