

Future Enterprisers Camp

This session will provide the student a good introduction to the role of marketing in all business enterprises. Each class includes real world examples and group discussions on the advertising the students see on a day-to-day basis, and how it relates to society. Discussions will include: Marketing vs. Sales; Careers in Marketing; Marketing in the Digital Age; Global Marketing; and, Marketing Ethics.

Sunday, June 8

3:00 – 6:30 All Campers Register – Chesnut Lobby

4:00 – 6:30 All Campers and Families have a Little Dinner and a Campus Tour!

6:45 – 7:20 Orientation All Campers: Graham Tyler Memorial

Chapel (Parents are welcome to attend and hear the plans and expectations for the week. After this – campers will divide based on their topic areas.)

7:30 – 8:15 Intro to Chinese language and Culture

Parents are welcome to stay to learn more about the program and meet the instructors.

8:30 – 10:30 Get Acquainted Activities! Basketball, Sand

Volleyball, Games, Music, and Refreshments

11:00 Lights Out!

Monday, June 9

8:15 - 9:00 Rise and Shine its Breakfast Time!

9:15-12:00 Class/Projects

Student Profile Questionnaire

12:15-1:00 It is Lunch Time! Lunch at Thompson

1:15-4:45 Tours/Research/Group Work

Marketing Ethics

5:00-6:00 Dinner

6:15-7:15 Social Activities

7:300 - 9:30 “Educational” Fun!

10:30 Bonding, Games and Snacks.

11:00 Lights Out

Tuesday, June 10

8:15- 9:00am Rise and Shine It's Breakfast Time! – Thompson Cafe

9:15-12:00 Class/Projects

Marketing vs. Sales

12:15-1:00 Lunch in Thompson!

1:15-4:45 Tours/Research/Group Work

Video and Discussion

5:00-6:00 Dinner

6:15-7:15 Social Activities

7:70 - 9:30 “Educational” Fun!

10:30 Bonding, Games and Snacks.

11:00 Lights Out

Wednesday, June 11

8:15- 9:00 Rise and Shine its Breakfast Time!

9:15-12:00 Class/Projects

Video and Discussion

12:15- 1:00 Lunch in Thompson!

1:15-4:45 Tours/Research/Group Work

Global Marketing

5:00-6:00 Dinner

6:15-7:15 Social Activities

7:30 - 9:30 “Educational” Fun!

10:30 Bonding, Games and Snacks.

11:00 Lights Out

Thursday, June 12

8:15-9:00 Rise and Shine its Breakfast Time!

9:15-12:00 Class/Projects

Marketing in the Digital Age

12:15-1:00 Lunch at Thompson!

1:15-4:45 Tours/Research/Group Work

Video and Discussion

5:00-6:00 Dinner

6:15-7:15 Social Activities

7:30 - 9:30 “Educational” Fun!

10:30 Bonding, Games and Snacks.

11:00 Lights Out

Friday, June 13

8:15- 9:00 Rise and Shine its Breakfast Time

9:15- 10:15 Class/Projects

Careers in Marketing

10:30- 12:00 Preparation of the Performance on Friday.

12:15- 1:00 Lunch at Thompson!

1:30– 4:30pm Capstone Event: The BIG SHOW

Summary- Showing Yours Skills & Group Discussion

Family and friends are welcome to attend!

4:30pm – 6:00pm Moving on Out

Check out of Chesnut, head for home and Travel Safely!