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David Dillman

Durango High School Marketing Program Announces Marketing in Action Presentation Schedule

December 30, 2014

Website: www.durangohsmarketing.weebly.com

For Immediate Release:

Durango, CO December 30, 2014: Durango High School Marketing is proud to announce its presentation schedule of *Marketing in Action* student work Jan 12-Jan 21 each school day from 8:15-10am. *Marketing in Action*, a course available to all students but housed within Durango High School's IB MYP Atlas program, asks students to consult with a local business to determine their specific challenges. Students then conduct primary and secondary research around the defined business problem, draw conclusions from their findings, and make specific strategy suggestions to the business in the form of a written paper and an in-person presentation.

The student presentations are open to students, parents, community members and business people, although prior registration is required. A complete listing of the presentation dates and respective businesses can be found at:

<http://durangohsmarketing.weebly.com/news.html>

To attend any session, please contact instructor Dave Dillman at ddillman@durango.k12.co.us