

STAR² APPROACH

In the **BiP** program, we design every part of the course to be an experience. We embrace the STAR² approach.

GREAT STORIES

Our active learning experiences become a great conversation starter, build confidence, and make authentic stories of applied learning.

Each BiP has a narrative built-in that students will populate with their individual choices, outcomes, and reflections.

SITUATION
Situating the course idea within a context that is current, relevant and reflects the industry professional's work experience.

REFLECTION

R
RESULTS

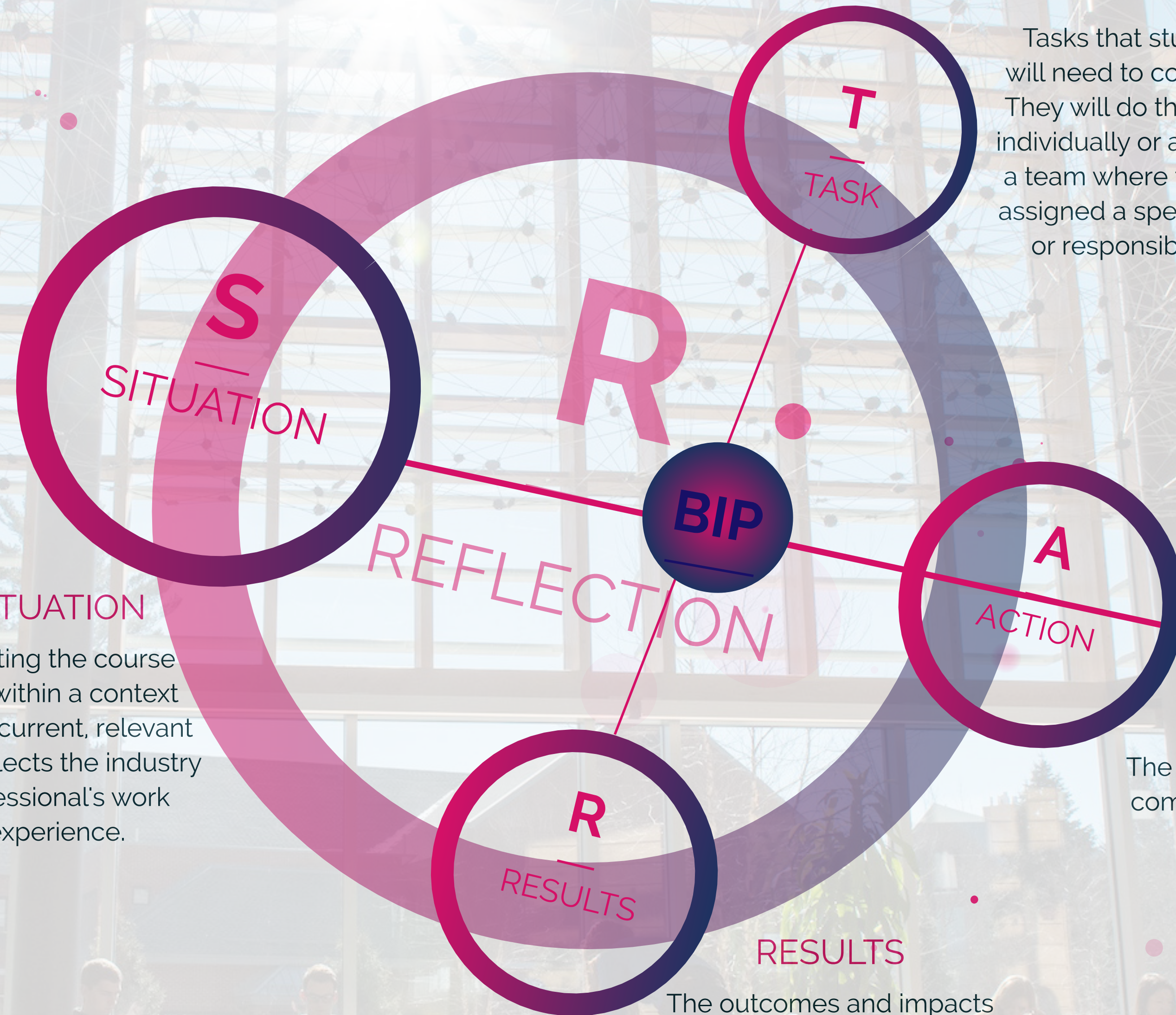
RESULTS
The outcomes and impacts that result from actions. Was there a need to pivot?

A
ACTION

ACTION
The steps required to complete the task(s).

T
TASK

TASK
Tasks that students will need to complete. They will do this either individually or as part of a team where they are assigned a specific role or responsibilities.





CONTENT STRATEGY & SEO

Students are presented with a client provided by the SBDC (Small Business Development Center) that needs digital marketing help. The task is to improve the digital presence of these businesses. Students work in teams and are tasked with creating blog posts designed to increase the site's search engine rankings. The clients utilizes the team's posts and content calendar. Teams can observe the increase in traffic.



PRODUCT LICENSING

A company is interested in growing revenues through licensing partnerships. Students group themselves into teams to explore opportunities in the companies primary categories: travel, home, or wellness. Each team is tasked with recommending a potential licensing deal. Students work through a structured process to identify, qualify, and determine the suitability of a potential licensing partner. The best proposal may be acted on by the company, and a high performing student offered an internship.



BUILDING AN INSPIRED BRAND

Success for many business professionals is tied to their ability to create an inspired personal brand that reflects their goals and values. Students are tasked with creating a brand playbook that they can rely on when it comes time for them to take the next step in advancing their career. To accomplish that task, students will learn the fundamentals of branding and work through a series of steps that help guide the development of their playbook. At the end of the semester, each student will have a better understanding of their personal brand and experience in communicating that brand to others.