

## Shop Local!

**Possible Academic Connections:** Marketing

**Recommended project length:** Semester

**Experiential Learning?** Likely

**Community Engagement?** Likely

**Remote learning possible?** Likely

**Connection to OHIO Sustainability & Climate Action Plan:** Investments, Food

**Brief description:** Create a marketing plan that can be utilized to encourage Ohio University students to buy goods and services from local businesses.

### **Project description:**

Create a marketing plan that can be utilized to encourage Ohio University students to buy goods and services from local businesses.

1. Research university student local purchasing practices and local shopping marketing materials (Athens Chamber of Commerce [Uptown for the Holidays](#))
2. Connect with Athens Chamber of Commerce to discuss best marketing practices for local shopping.
3. Determine if students do or do not shop locally, why or why not, and how best to encourage local shopping, perhaps through a survey.
4. Design materials for residence hall screens, Student Affairs emails, University Communications & Marketing publications. Determine other methods to promote local purchasing.
5. Share marketing materials with project stakeholders, including Athens Chamber of Commerce, UCM, and Office of Sustainability.

### **Resources available to students/faculty to complete project:**

- Virtual meetings or communications with Dani Underhill, President, Athens Chamber of Commerce and/or Aimee Delach, Athens Sustainability Commission.

- [Best practices](#) and guides for University publications from University Communications & Marketing.

**Project alignment to OHIO Sustainability & Climate Action Plan:**

- [Investments](#) (goal #1)
- [Student Life](#) (goal #1)
- [Engagement](#) (goal #1)

Please send final project deliverables to [sustainability@ohio.edu](mailto:sustainability@ohio.edu) for tracking and reporting purposes.