



THATS A BET INC

DEVIN ANDERSON & PRYCLESS ROYALL





CONTENT

01

About Us

02

Our Team

03

Our Mision

04

Our Services

05

Experience

06

Quarter

07

Next Project

08

Strategy

MORE ABOUT OUR TEAM

Devin Anderson

I am a graduating senior from the illustrious Virginia State University with a bachelor's degree in mass communications with a concentration in PR I have plenty of experience in marketing, creating community events, planning community service, and managing different professional social media accounts

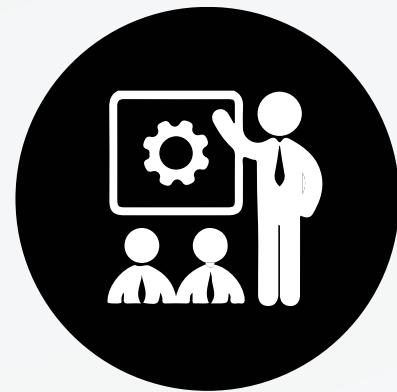
Prycles Royall

I am a rising senior from The Virginia State University. Majoring in Mass Communications with a concentration in Public Relations, I'm excited to learn more about my desired field with this experience. I have experience as a student leader/role model as well as plenty of community service hours. I plan to use my prior experience to help elevate this project.

THAT'S A BET INC.



We at That's a Bet inc. believe in "Your Message Our Mission" With this being our campaign we believe in wanting to restore passion into the Mass comm department, ensure clear communication between students, faculty, and staff.



We also want to create a healthy work environment to promote key values such as honesty, hard work, and creativity. We also plan on using the department to reconnect with the entire campus as a whole and the Petersburg community at large.



CAMPAIGN OVERVIEW

01

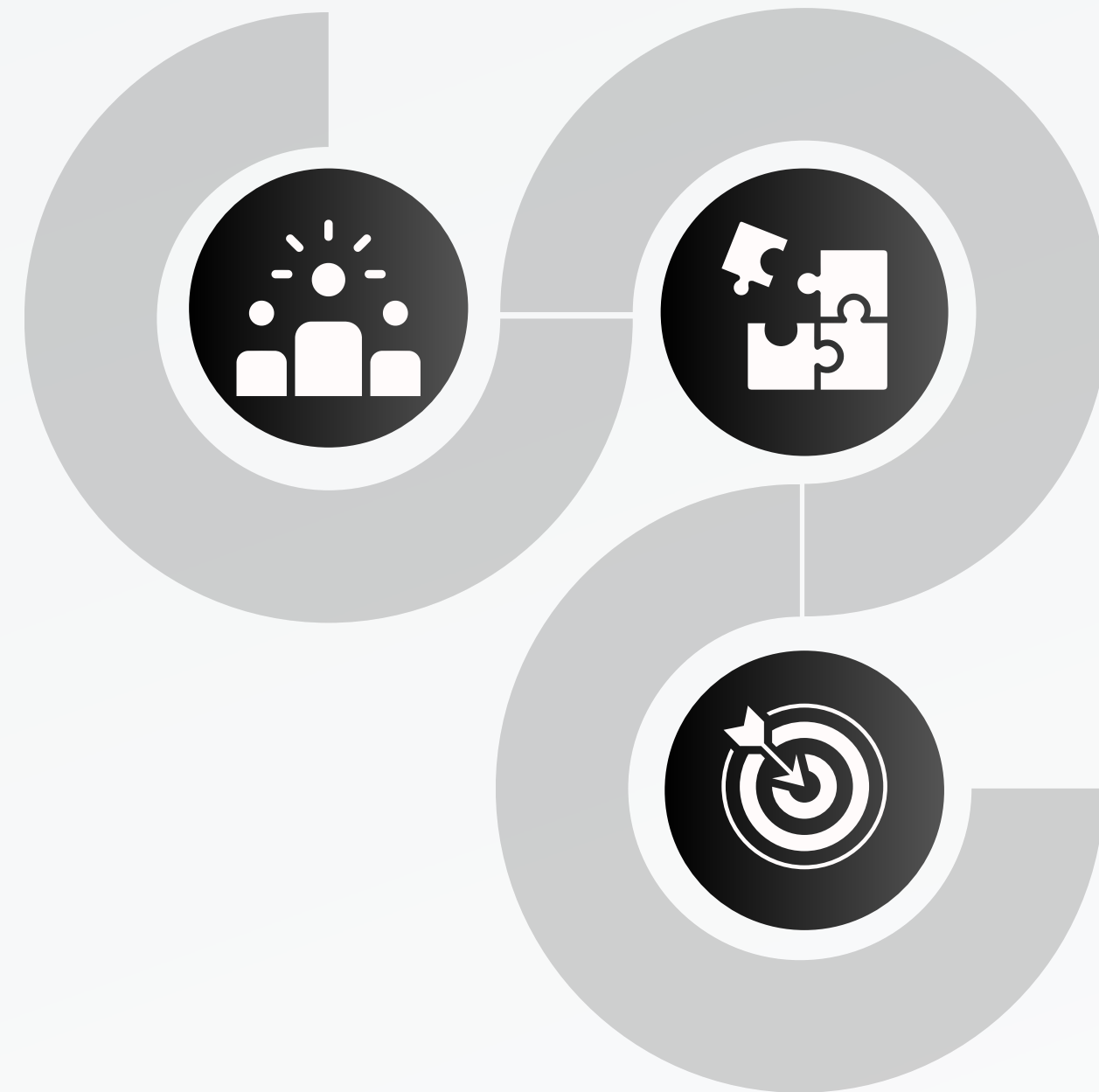
The first thing we'd like to establish is a clear cut overview of what each concentration has to offer and what jobs that would transfer over post graduation

02

Next, we go out and recruit people interested in mass comm. We can showcase what past students have worked on and done in the past

03

Lastly, we can promote and strengthen the mass comm departments standing with current students, future students, and the mass comm department's rep on campus



SITUATION ANALYSIS



Many students feel as if they aren't getting the education they deserve and that some professors just give passing grades or grade way too ridiculously



The mass comm department also has no pull on campus when it comes to working on any campus engagement, whether it's events or helping with the social media accounts run by VSU.





CAMPAIGN OBJECTIVES

With this campaign, we hope to strengthen our standing on campus by 60% and lower dissatisfaction by 30% in the next 3 years.



60%



30%



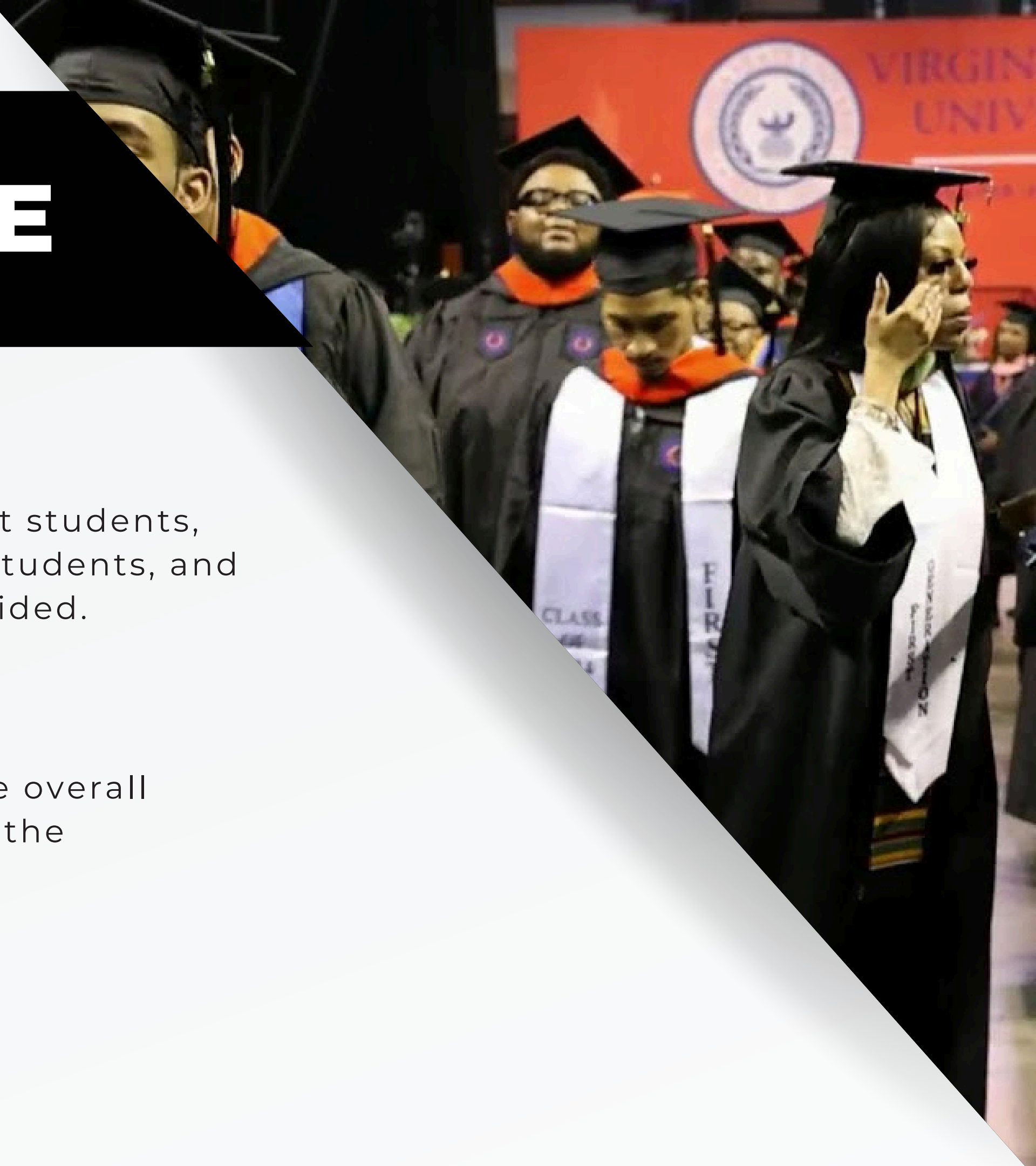
TARGET AUDIENCE



Our target audience is current students, future mass communication students, and those with no major or undecided.



We would also like to increase overall interest in the department in the Petersburg community.



STRATEGIES AND TACTICS

We'd like to start with educating people on what mass comm truly does and the different avenues it can go in we'd also like to start using all the departments social media accounts and make engaging content

Project Initiation



Review and Editing



Presentation and Sharing



STRATEGIES AND TACTICS

PT 2

01

Awareness

Launch an introductory campaign highlighting the scope and impact of mass communication across industries.

02

education

Break down the different career paths and skills involved in mass communication.

03

engagement

Leverage all department social media accounts to build a community around shared interests in media.

04

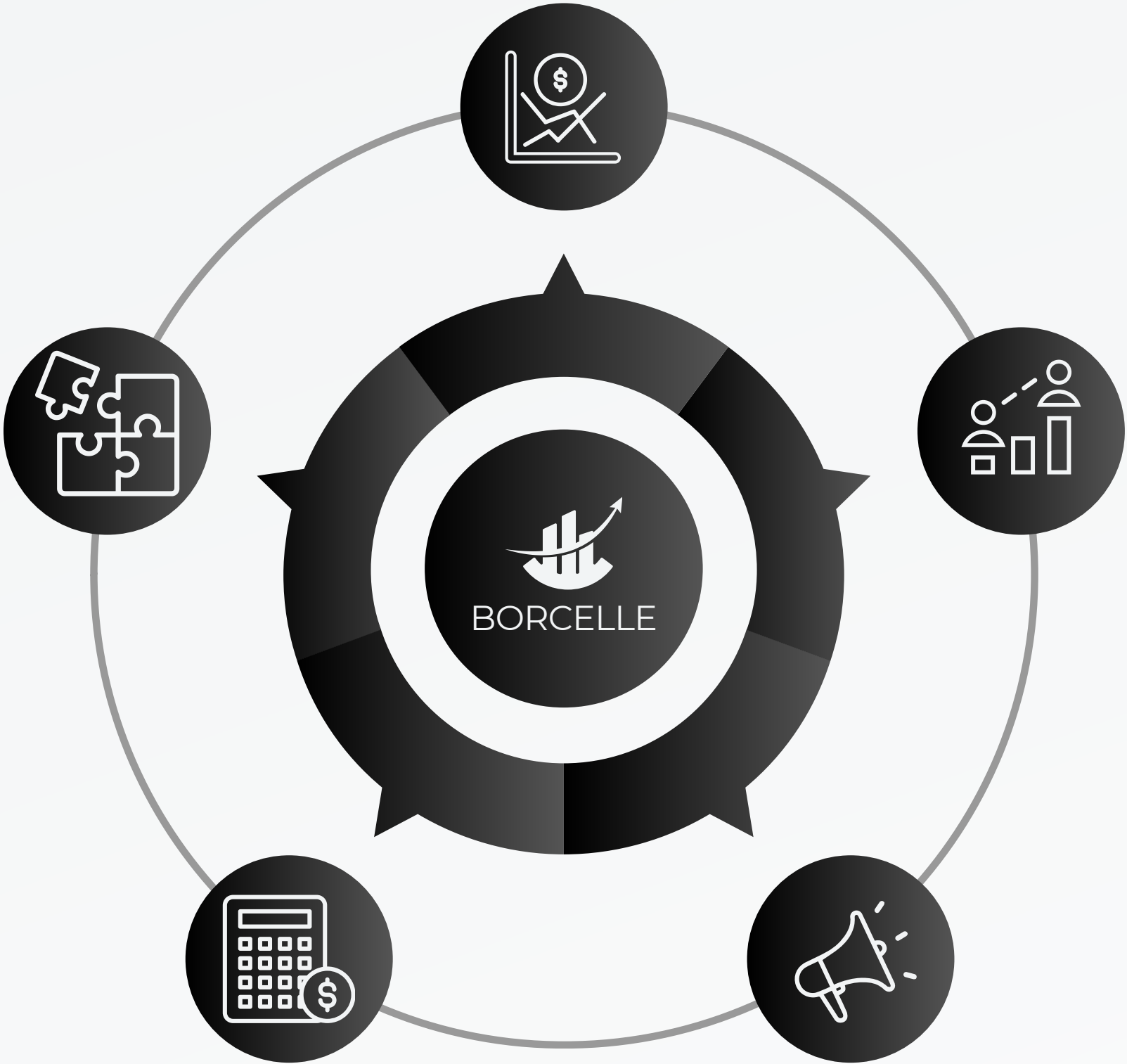
collaboration

Involve students and faculty in content creation to showcase the department's talent and activity.

05

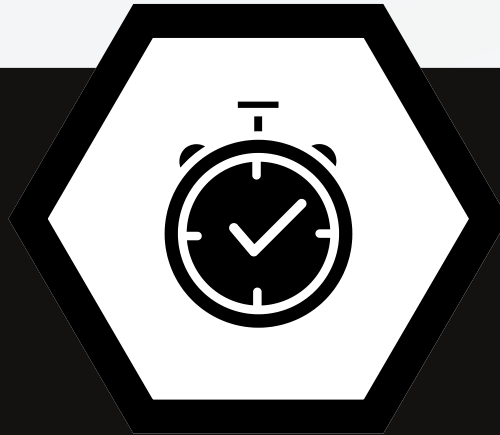
growth

Use analytics to refine content and expand reach to prospective students and the broader community.



KEY MESSAGE

Mass communication is more than just news, it's the heart of storytelling, media, public relations, and digital influence. Our goal is to show how versatile and impactful this field truly is, whether you're creating content, shaping public opinion, or producing media. Through engaging social media content and student-led initiatives, we aim to bring these possibilities to life. We want current and future students to see themselves in these roles and understand the many paths they can take. Mass communication connects people, and we're here to help you find your voice in it



Implementation plan

February

Launch "Mass Comm Monday" series and start featuring different career paths weekly.

April

Host a virtual Q&A or panel with alumni to discuss real-world applications of mass comm.

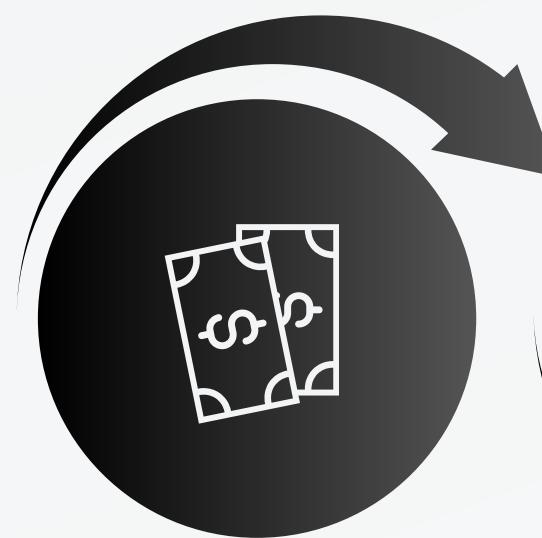
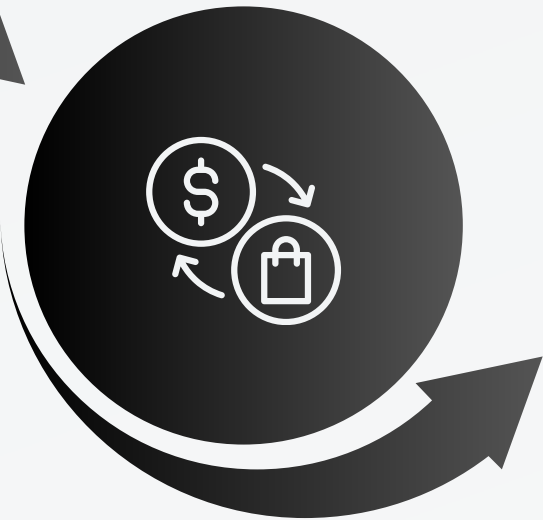
July

Analyze performance data so far, survey followers for feedback, and adjust strategy for the fall semester.



January

Develop a content calendar, assign social media roles, and produce introductory posts to define mass communication.



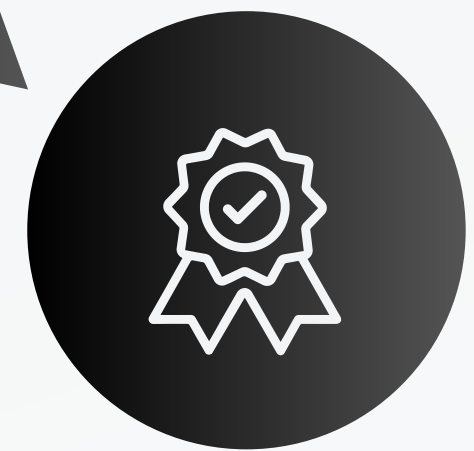
March

Introduce student and faculty spotlights with short video interviews and behind-the-scenes clips.



May

Kick off a social media challenge (e.g., storytelling, media critique, etc.) to boost engagement before summer





MEASUREMENT AND EVALUATION

Social Media Engagement:

Track likes, shares, comments, and saves weekly across all department platforms. Increased engagement over time indicates growing interest and resonance with content.

Student Involvement:

Count the number of student-led content pieces and volunteers contributing to the campaign. More participation means stronger community connection and relevance.



80%



20%



CONCLUSION AND RECOMMENDATIONS



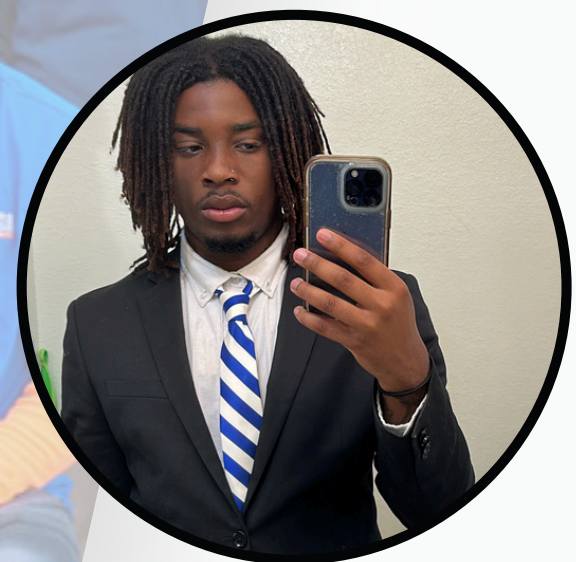
Dani Martinez

This campaign addresses the gap between the current curriculum and the evolving needs of mass communication students. By using social media as a tool for education, engagement, and representation, we can highlight the true versatility of the field. We recommend continuing to involve students in content creation, increasing transparency about departmental changes, and using feedback to guide future efforts. Additionally, aligning campaign goals with long-term academic improvements can strengthen the department's overall image. With consistent effort and collaboration, this campaign can drive meaningful change and renewed interest in mass communication.








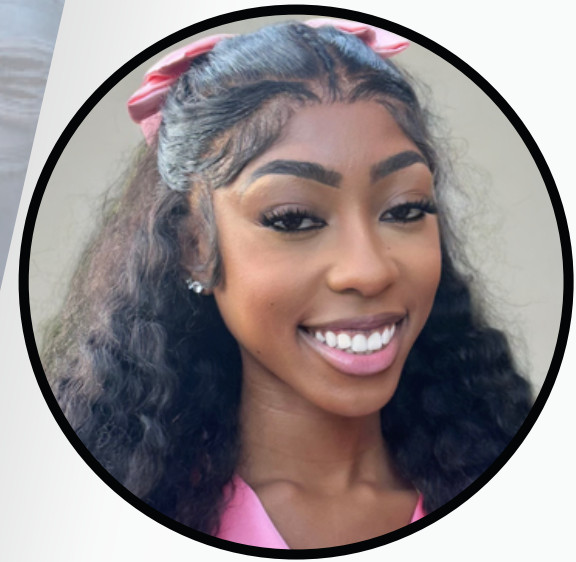
OUR TEAM CONTACT INFO



Devin Anderson




Ceo of Thats a Bet inc

-  757-933-0124
-  dkinghunter02@gmail.com
-  1 Hayden Dr.



Prycles Royall

Ceo Of That's a Bet Inc

-  929-509-2512
-  prycleslajae520@gmail.com
-  2141 schenectady ave



THATS A BET INC

