

PROJECT STUDY MARKETING

Developing a Marketing Strategy for Starcode e.V.



OVERVIEW

[Starcode e.V.](#) is a nonprofit organization offering free coding courses for girls aged 11 to 19. The goal is to introduce them to the diverse opportunities in computer science and encourage them to pursue related studies.

CHALLENGES

Despite using various channels like Instagram, LinkedIn, neighborhood platforms, parents, and Eventbrite, Starcode e.V. struggles to attract enough girls aged 12 to 16 to its courses outside of schools. The outreach team consists mainly of IT/Design students working voluntarily, but they lack specific marketing expertise.

PROJECT GOAL

To develop an innovative and effective marketing strategy tailored to girls aged 12 to 16, increasing their interest in Starcode e.V.'s coding courses.

TASKS

- Analyze past marketing activities and identify areas for improvement.
- Conduct target group research to better understand students' needs and preferences.
- Develop creative marketing campaigns considering current trends and media consumption habits of the target group.
- Design measures to increase Starcode e.V.'s reach and attractiveness.

WHY JOIN THIS PROJECT?

- **Real Social Impact:** Contribute to closing the gender gap in tech
- **Mentorship:** Experienced mentors from the industry will guide you, providing valuable insights & networking opportunities

APPLICATION:

CV and brief E-Mail of motivation to muenchen@starcode.de