

Classmate

Take control of your learning experience.



Meet the Founders



Christian Bourdeau
Founder



Sheena Dhawan
Project Manager, Marketing

Meet the Agency 241 Team



Alexis Larios

Account Manager /
Partnerships



Livana Oweis

Creative Director



Micah Desai

Social Media Manager /
Event Planning



Skylar Stock

Social Media Manager



Dheera Joseph

Merchandising /
Event Planning



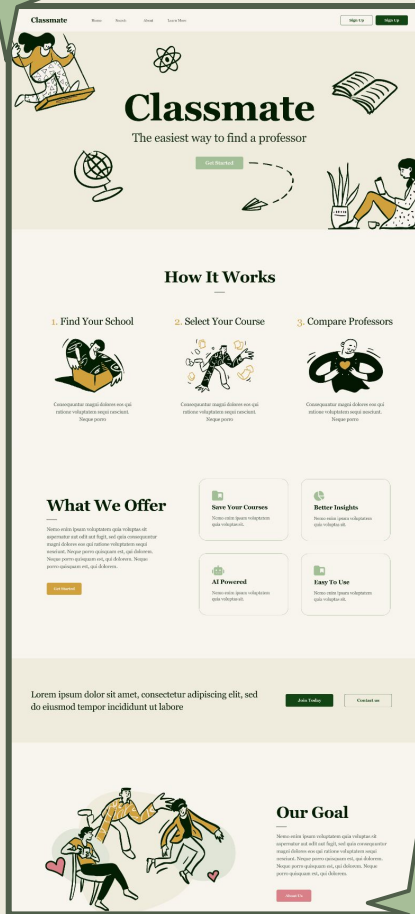
Noelle Thompson

Video Editor /
Partnerships

What is Classmate?

What is Classmate?

- It's a better RateMyProfessor
- Utilizes AI to evaluate and compare professors and courses seamlessly
- Aims to get students the best professors, so their semesters don't suck



CLASSMATE'S PROFESSOR PICKER TOOL!

Search Class Code:

MKTG300

Top N Teachers

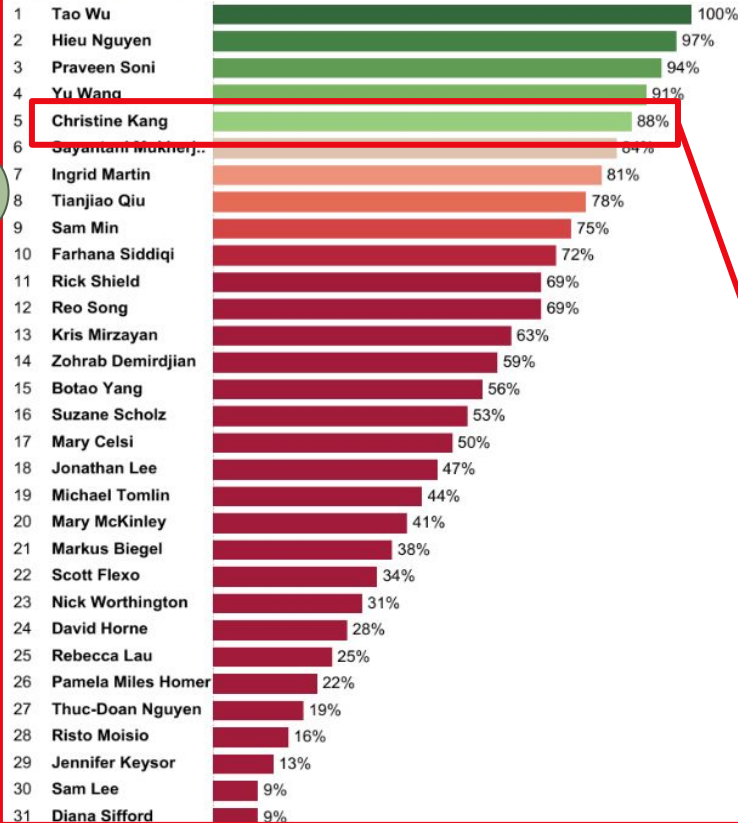
50

Professor Name

- ☒ (All)
- ☒ Botao Yang
- ☒ Christine Kang
- ☒ David Horne
- ☒ Diana Sifford
- ☒ Dr. Mary Chelsi
- ☒ Farhana Siddiqi
- ☒ Hieu Nguyen
- ☒ Ingrid Martin
- ☒ Jennifer Keysor
- ☒ Jonathan Lee
- ☒ Kris Mirzayan
- ☒ Markus Biegel
- ☒ Mary Celsi
- ☒ Mary McKinley
- ☒ Michael Tomlin
- ☒ Nick Worthington
- ☒ Pamela Homer
- ☒ Pamela Miles Homer
- ☒ Praveen Soni
- ☒ Rebecca Lau
- ☒ Reo Song
- ☒ Rick Shield
- ☒ Risto Moisio
- ☒ Sam Lee
- ☒ Sam Min
- ☒ Sayantani Mukherjee
- ☒ Scott Flexo
- ☒ Suzane Scholz
- ☒ Tao Wu
- ☒ Thuc-Doan Nguyen
- ☒ Tianjiao Qiu

MKTG300 Professors by Classmate Score* (TM)

*Classmate score takes all publicly available reviews on a teacher and generates a score based on performance, teaching style, and sentiment of reviews



Professor Top Strengths & Weaknesses

CLICK/TAP on a teacher in the bar chart to show their summarized reviews

How to Use Classmate:

1. Select class code (ex: MKTG300)
2. Ranked professors populate
3. Filter the professors that are available that semester
4. Click on their name and review their top strengths and weaknesses

Christine Kang

Strengths
Approachable and understanding, creates a comfortable learning environment...

Explains concepts clearly and effectively

Provides thorough and helpful review materials

Weaknesses

Lacks organization and structure in class

Speaks quickly and can be difficult to understand at times

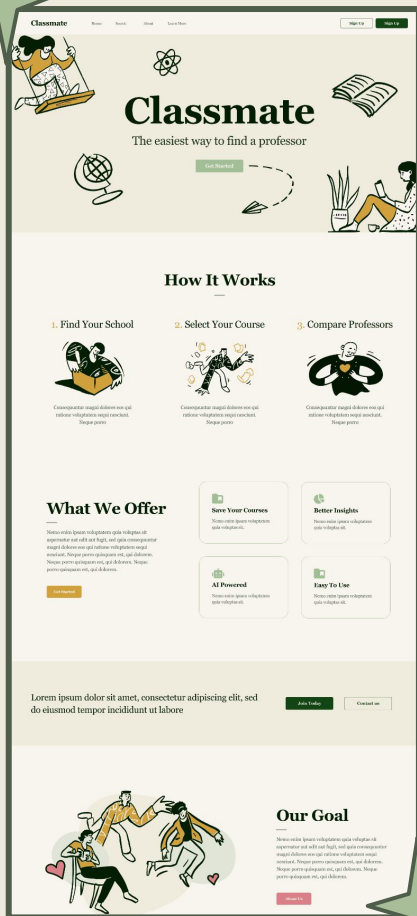
Tends to go off on tangents, which can be a waste of class time

4

Why does Classmate exist?

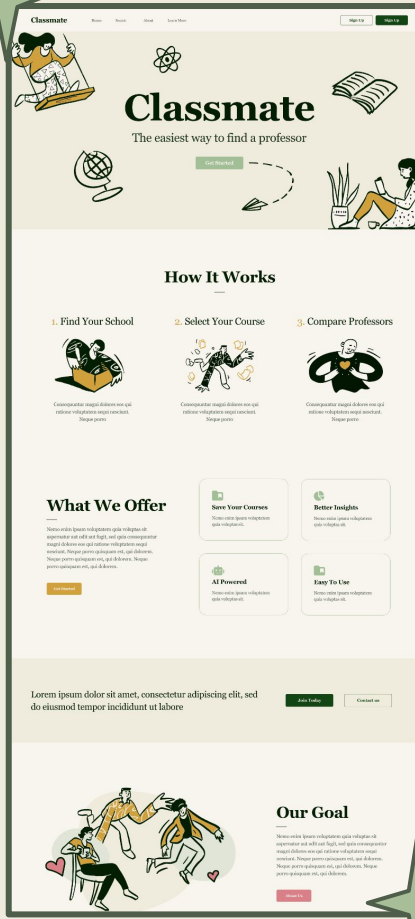
Classmate's Mission: Empowering Educational Choices

- To provide comprehensive evaluations of educators and courses
- To empower students with data-driven tools for personalized course selection
- To support educators with constructive feedback for continuous improvement



What's Classmate's Marketing Goals?

1. Generate Brand Awareness
2. Develop Brand Equity & Trust
3. Drive User Signups



Classmate

X



Agency 241: Marketing Plan

1. Market Research
2. Marketing Strategy
3. Marketing Tactics
4. Marketing Results
5. Next Steps

I. Market Research

What is the marketing landscape for Classmate?

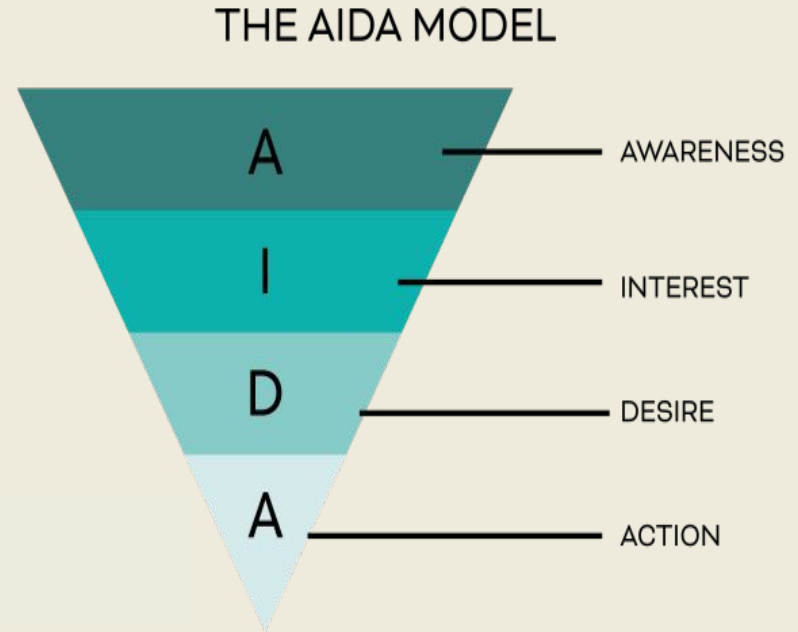
- **Target Market:** College Students
- **Competitor:** Rate My Professors (RMP)
- **Unique Selling Propositions:**
 - Gets all professor reviews across the internet
 - Superior teacher ranking algorithm
 - Utilizes AI for summarizing the top strengths and weaknesses for professors based their reviews



II. Marketing Strategy

What is our Marketing Strategy?

- We are going to build our marketing campaigns with the **AIDA** strategy:
- **Awareness** - We will focus our marketing tactics to make our target market aware of Classmate
- **Interest / Desire** - We will teach them the importance of choosing great professors
- **Action** - Then call them to action by signing up for the app that makes choosing professors easy



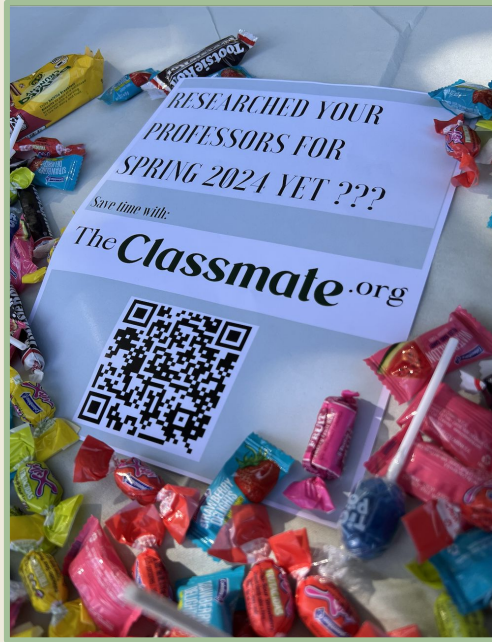
III. Marketing Tactics

Marketing Tactics Overview

1. Events
2. Content Marketing
3. Out-Of-Home Marketing
4. Paid Advertising
5. Partnerships

I. Event Marketing

Classmate On Campus: Try It Free! (10/30/23)



Christian 1 month ago

We crushed today! We went from 33 people signed up this morning to 88 by the time we finished!

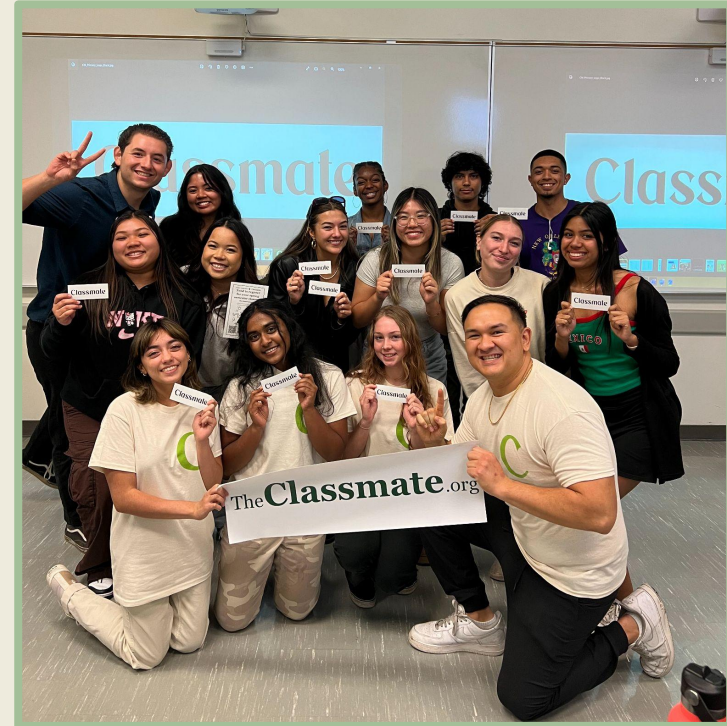
Now at 5:37pm we hit 96 users signed up! This means it was shared a bit after our initial talk and potentially we will see some level of viral effect (edited)



+115 User Signups!

Pick Your Professor Workshop (11/14/23)

Partnered with the American Marketing Association (AMA)



II. Content Marketing

II-A. Linked

Brand Introduction Post (11/2/23)



Classmate • Following
Technology, Information and Internet

Welcome to **Classmate**, the only professor-ranking software that uses data-driven AI to get students the best teachers for every class. This gives more autonomy to students in their college experience during a time of invalid data and difficult user interfaces that ultimately don't match teachers for students' needs.

Classmate was born from the vision of Christian Bourdeau 📄, a marketing analytics expert at Netflix and proud Cal State University, Long Beach alum.

With a passionate team of developers, designers, and marketers including **Alexis Martin**, **Justin Fisher**, **Amanda Kent**, **Nathan Warner**, and **Daniel Camarena** we continually enhance our platform to cater to your needs.

Our marketing team consists of actual CSULB students **Micah Desai**, **Ivana oweis**, **Skylar Stock**, **Noelle Thompson**, **Alexis Larios**, **Dheera Joseph** and CSULB alum **Sheena Dhawan**, ensuring our approach remains authentic and student-centered. Take your education into your own hands with Classmate.

[#theclassmateorg](#) [#studentsintech](#) [#AI](#) [#professorrankingsoftware](#)



The dedication, creativity, and teamwork put in by students [Dheera Joseph](#), [Alexis Larios](#), [Skylar Stock](#), and [Livana Oweis](#), and alumni [Sheena Dhawan](#) (Marketing Manager) and [Christian Bourdeau](#) (Founder) made this event a resounding success. Check out our beta version for CSULB students at theclassmate.org!

Together, we're shaping the future of student interactions and making a positive impact on the academic lives of our peers. 🌱

#Classmate #Agency241 #StudentExperience #Innovation
#CommunityEngagement #EducationRevolution



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Technology, Information and Internet

Highlights from Classmate's Launch Event! 🎉

Last week marked a milestone for Classmate as we hosted our much-anticipated Launch and Live Demo Workshop at the [California State University, Long Beach](#) College of Business. 🌱

We were thrilled to see a fantastic turnout of CSULB students eager to revolutionize their professor selection process! The live demonstration took center stage, offering attendees an immersive experience into the capabilities of Classmate and providing attendees with a firsthand look at how Classmate simplifies and enhances the professor selection experience. Through this event, we saw students discover how our app can make a meaningful impact on their academic journey.

Of course, no event is complete without some fun, and we made sure to keep everyone fueled with free refreshments! 🍹 The connections formed and the shared excitement showcased the vibrant community spirit at the heart of Classmate.



Event Recaps

C Classmate • Following
Technology, Information and Internet

🎉 Exciting News from Classmate! 🌱

Last week, Classmate's Agency 241 team ran a tabling activation at CSU Long Beach's College of Business.

At Classmate, we're dedicated to enhancing the student experience. Led by the dynamic and creative minds of our own team of CSULB students, the event showcased our commitment to this objective through innovation, engagement, and community involvement.

As registration for classes officially opened, our team connected with students by showcasing our app's features and benefits, while sparking enthusiasm and interest. After this event, we gained over one hundred users and our user base is continuing to climb up the charts!

The dedication, creativity, and teamwork put in by students [Dheera Joseph](#), [Alexis Larios](#), [Skylar Stock](#), and [Livana Oweis](#), and alumni [Sheena Dhawan](#) (Marketing Manager) and [Christian Bourdeau](#) (Founder) made this event a resounding success. Check out our beta version for CSULB students at theclassmate.org!

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#Classmate #Agency241 #StudentExperience #Innovation
#CommunityEngagement #EducationRevolution

Tabling Event Post

11/8/23

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A huge shoutout to everyone who attended and contributed to the success of our event! Our student team including [Micah Desai](#), [Dheera Joseph](#), [Livana Oweis](#), [Skylar Stock](#), [Alexis Larios](#), and [Noelle Thompson](#) did an amazing job organizing and running the event. Of course, this wouldn't have been possible without the leadership of [Christian Bourdeau](#) (Founder).

Check out these fantastic group pictures capturing the event. 📸

Thank you for being a part of the Classmate journey. Together, let's make every

Launch Event Post

11/22/23

resonates deeply with our audience, creating a connection that goes beyond the screen.

Beyond your role at Classmate, what fuels your creative spirit? Are there any hobbies or passions that inspire your work?

Outside the realm of marketing, I find comfort in arts and crafts. Crochet, in particular, has become a meditative practice, allowing me to channel my creativity into tangible, functional pieces.

What is a fun fact you want the world to know about you?

I did competitive artistic gymnastics for 6 years! I was actually the regional Balance Beam champion for the Excel Gold level in 2020.



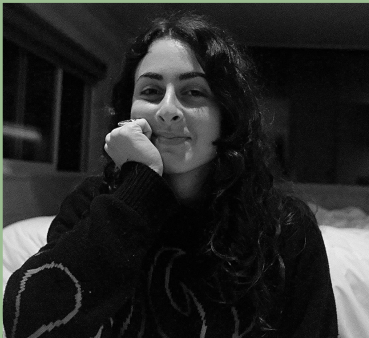
C Classmate • Following
Technology, Information and Internet

👋 Meet the Classmate Team: Amanda Kent 🙌

Meet **Amanda Kent**, the talented mind behind Classmate's captivating user experience. As our UX/UI designer, Amanda crafts a seamless blend of functionality and fun within the app. In this interview, we delve into her day-to-day responsibilities, her passion for collaboration, and the quirks that make her uniquely creative. Classmate's user-friendly platform wouldn't be possible without her.

Q: Amanda, your role as a UX/UI Designer sounds both challenging and exciting. Could you elaborate on your day-to-day responsibilities and how you ensure Classmate remains user-focused?

A: My job is to ensure the Classmate experience is both fun and functional: I



Meet the Team

C Classmate • Following
Technology, Information and Internet

👋 Meet the Classmate Team: Micah Desai 🙌

Meet **Micah Desai**, a second-year marketing major at CSU Long Beach and one of the bright minds responsible for establishing Classmate's identity. As a copywriter, Micah explores branding and content creation, forming and influencing Classmate's digital presence.

Micah, your role as a copywriter at Classmate must involve abundant obligations. Can you shed some light on your day-to-day responsibilities and how they contribute to Classmate's unique voice?

My job duties consist of a mixture of developing compelling narratives, writing blog posts, and organizing events. Every word and every visual element plays a crucial role in defining Classmate's identity, my job is to create a story that resonates deeply with our audience, creating a connection that goes beyond the screen.

Beyond your role at Classmate, what fuels your creative spirit? Are there any hobbies or passions that inspire your work?

Outside the realm of marketing, I find comfort in arts and crafts. Crochet, in particular, has become a meditative practice, allowing me to channel my creativity into tangible, functional pieces.

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**Meet the Classmate Team:
Micah (11/20/23)**

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Technology, Information and Internet

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Q: Amanda, your role as a UX/UI Designer sounds both challenging and exciting. Could you elaborate on your day-to-day responsibilities and how you ensure Classmate remains user-focused?

A: My job is to ensure the Classmate experience is both fun and functional: I bridge the gap between the user, the development team, and the business stakeholders. Day to day, I study best practices in the market and the needs of our end users, making sure we meet those requirements. I make sure our designs are accessible, while still being visually appealing, always keeping the users in mind.

Q: What aspects of your current role at Classmate do you find most rewarding?

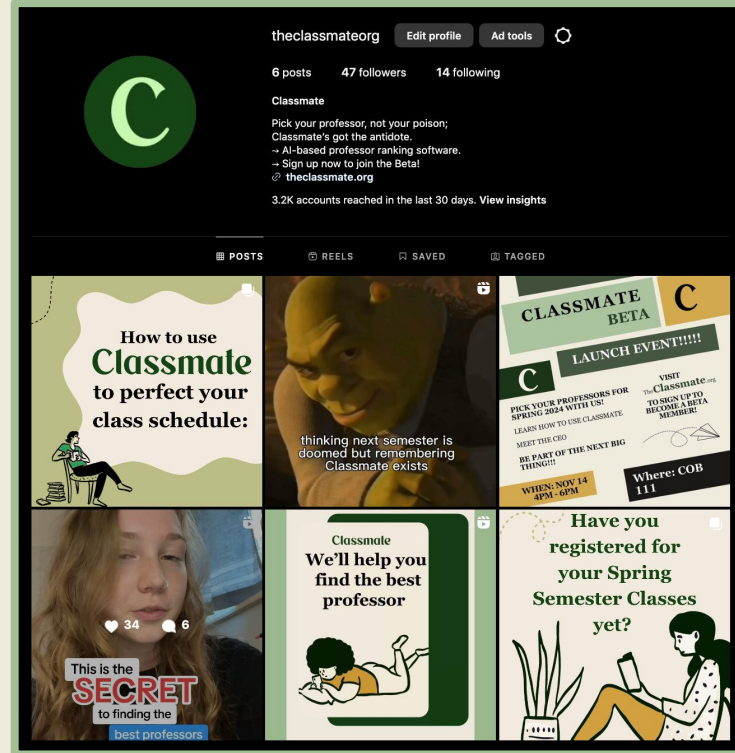
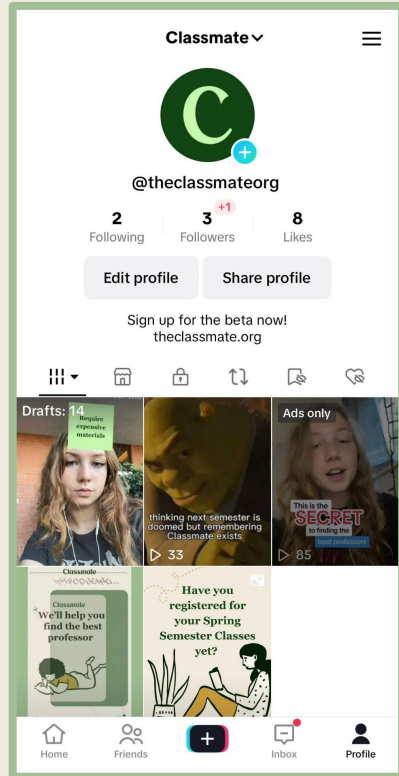
A: I find it very rewarding to collaborate with such a talented group of individuals. I also love the concept we are creating, and wish I had something like this when I was in college!

Q: Outside of the digital world, what interests and hobbies fuel your creativity and passion?

**Meet the Classmate Team:
Amanda (11/29/23)**

II-B. Instagram & TikTok

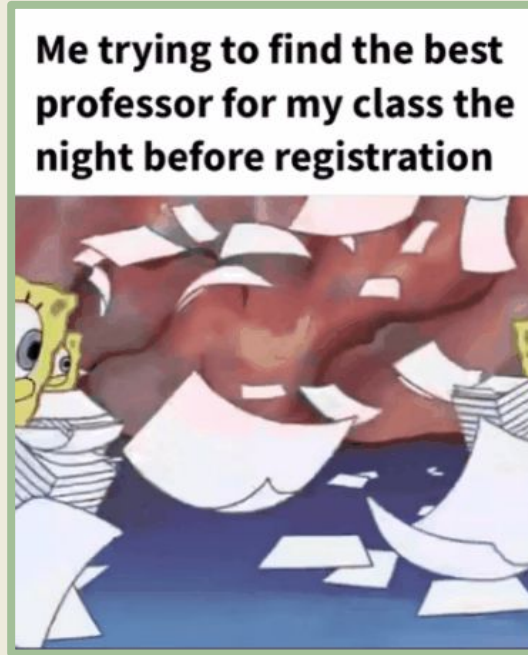
Social Feed Curation



Short-Form Videos



Educational



Relevant Memes



TikTok Filters & User Generated Content



Interviews

Short-Form Videos



“Meet the Team”

III. Paid Advertising

IG Ad - Carousel



- **Primary Goal:** Drive students to the website and try the app
- **Results:** 22 website visits



IG Reel Ad - “How to” Video

- **Primary Goal:** Generate brand awareness and build brand equity
- **Results:**
 - 2,780 views
 - 14 shares
 - 4 saves

Display Ads - 22 West

The screenshot shows the 22West website with a navigation bar (HOME, MAGAZINE, RADIO, VIDEO, ABOUT) and a sidebar with social media links. The main content area features a 'FEATURED' section with five article cards: 'Live, Laugh, Gap', 'You've Gobbled Your Last Gool, Christopher Columbus', 'Fear of Losing Reproductive Rights', 'Daily 49er Considers Rebranding Name', and 'The World is Burning'. Below this is a 'LATEST' section with a banner for 'FOR THE LOVE OF THEATRE' and a 'Classmate' ad. A green circle highlights the 'Classmate' ad, which is also shown in a larger view on the right.

HOME MAGAZINE RADIO VIDEO ABOUT

RADIO · VIDEO · MAGAZINE · MARKETING

CSULB's Student-Run Multimedia Organization

@22WestLB
22WestMedia.com
@22WestVideo

FEATURED

Live, Laugh, Gap

You've Gobbled Your Last Gool, Christopher Columbus

Fear of Losing Reproductive Rights

Daily 49er Considers Rebranding Name

The World is Burning

Classmate
The easiest way to find a professor

FOR THE LOVE OF THEATRE. A TRIPLE THREAT OF THEATRE MAJORS TAKE CENTER STAGE AT CSULB

LONG BEACH, Calif. (AP) — Tiara Estupinian sits in the basement of the Theatre Arts building. She applies her makeup and heads to the costume crew to retrieve her

The screenshot shows the 22West mobile app interface. At the top, there are user profiles for Nicole Hoff, Colleen Yu, and Cheyenne Chyytov. Below this is a navigation bar with icons for Radio, Magazine, 22 Vibes, Video, and Announcements. The main content area displays a grid of article cards, including 'RELEASE PARTY', 'WOMEN'S VOLLEYBALL CHAMPIONSHIPS', 'what is hokobishu interesting to?', 'THE ARTS BEACH FILM FEST', and 'Classmate'. A green circle highlights the 'Classmate' ad, which is also shown in a larger view on the right.

22westlb

nicole.hoff
Follow

Colleen Yu
filmwcolleen
Follow

Cheyenne Chyytov
chyytov
Follow

Radio Magazine 22 Vibes Video Announcem...

RELEASE PARTY

WOMEN'S VOLLEYBALL CHAMPIONSHIPS

what is hokobishu interesting to?

THE ARTS BEACH FILM FEST

Classmate
The easiest way to find a professor

IV. Out-of-Home Marketing

Flier Designs

Classmate

The Best Professor Ranking AI Tool

*Discover, Rank, and Pick your professors
for next semester with Classmate*

theclassmate.org



 *CSULB beta now available!*
**Try It For
Free Today!**



AM> | Long Beach + Classmate

Need to register for your spring semester classes?

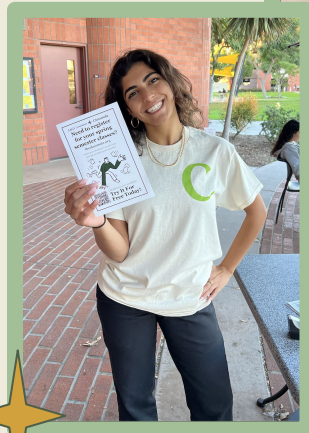
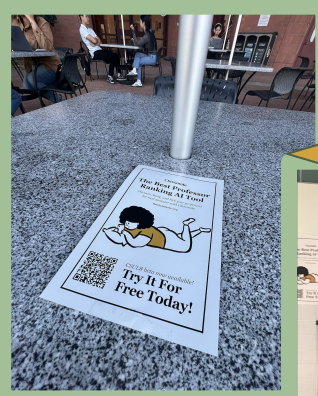
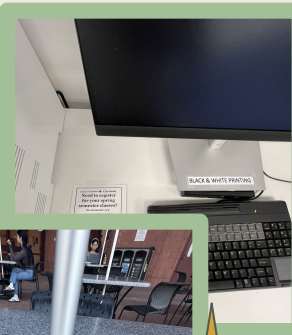
theclassmate.org

*ranks your professors so you save
time by not having to research!*



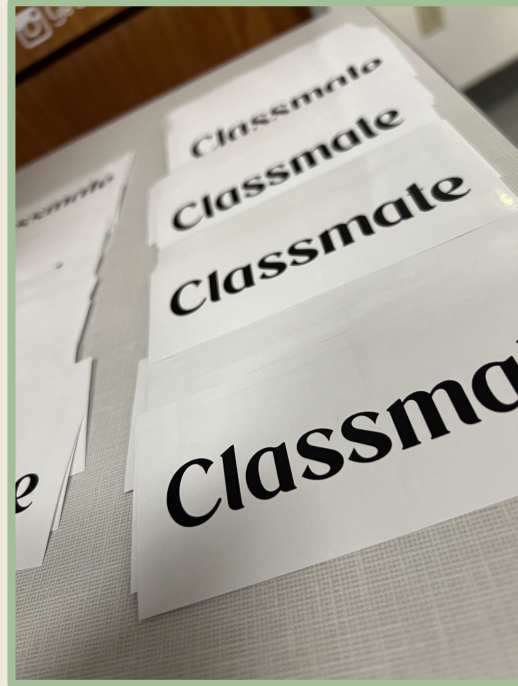
 *CSULB beta now available!*
**Try It For
Free Today!**

Fliers - Placements



T-Shirts + Stickers + Banners

Art Work:	Front	Classmate	Mock-ups are NOT to scale. Please review print dimensions for true print size.
		Shirt Name	
	4.7"		
	4"		
	Back		
			
	TheClassmate.org		
	1.34"		
	11"		
Tags	Sleeve (L)	Sleeve (R)	
00	00	00	
00	00	00	
00	00	00	
Customer: Classmate	Shirt Color: Natural	Print Colors: 1/1 Dark Green	Qty: 8
☐ Shirt Style: 5000-Gildan	XS: S: 3 M: 2 L: 1 XL: 2 2XL: 3XL:		



Additional Merch Designs

C

Professors, meet your match. Students,
meet Classmate

TheClassmate.org

The **Classmate**.org
Professors, meet your match. Students, meet
Classmate

Classmate
Pick your prof.
not your poison.
Classmate

TheClassmate.org



This professor
is so dry
i've seen
more
charisma
in a potato. 🤔

— **Classmate**

V. Partnerships

V. Partnerships



Official CSULB
Communication

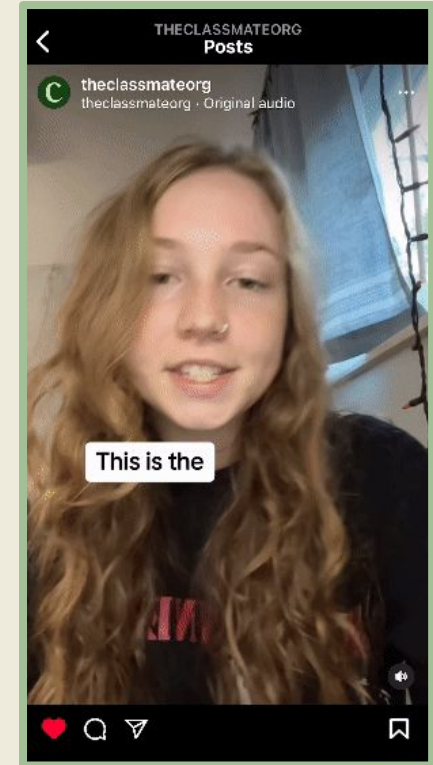
22 *WEST*
MEDIA



IV. Marketing Results

Goal #1: Generate Brand Awareness

- Opened and launched all of Classmate's social media accounts
- Created and published **28 original content pieces**
- Garnered over **17,000 impressions** across all content



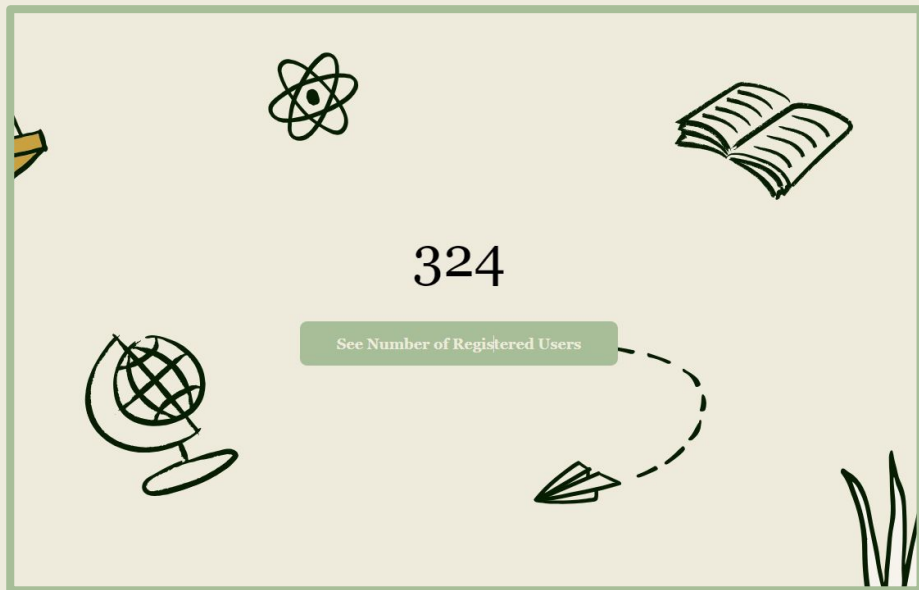
Goal #2: Build Brand Equity & Trust

- Gained **146 followers** across social platforms
- Developed branded **merchandise & signage**
- Successfully executed **2 in-person events**



Goal #3: Drive User Sign-ups

- Acquired Classmate's first **324** users!



Sign Up

Sign up to get access to insights and create your perfect semester.

Email

Password

Confirm Password

Have an account? [Sign In](#)

Sign Up

V. Next Steps & Conclusion

What would we do next time?

- Grow partnerships with other CSULB organizations and host a “pick your professor” event before class registration day
- Utilize Hootsuite for social media management
- Centralize Canva to one account so everyone can access what they need when they need it



Thank you!