

**Creative Corner, Incorporated:
Multi-Component Advertising and Marketing Package**

Project Report

Submitted to the faculty of

The University of Houston- Clear Lake

By

Steven Gonzales

**In partial fulfillment of the
Requirements for the degree of**

Master of Arts

In

Humanities

November 18, 2002

We, the undersigned, certify that we have read this project and approve it as adequate in scope and quality for the Master's Degree in Humanities.



**Stuart Larson, HSH Assistant Professor
Project Director**



**Dr. Clotilde Diepenbroek, HSH Associate Professor
Committee Member**



**Howard Eisner, Ph.D.
Associate Dean for Academic Affairs**



**Bruce Palmer, Ph.D.
Dean**

Acknowledgements

It is without doubt that I can declare this project as the most challenging and demanding task that I have ever undertaken. On numerous occasions, I worked through the night and, at times, accomplished nothing. Throughout the duration of this experience, my morale faltered, but never once folded. For those close to me who witnessed my relentless struggle for success, I would like to say thanks for their infinite patience and understanding at times when I turned my back to them to pursue my goals and then expected them to be there at my convenience. They helped me through the pain and look toward the future.

I would like to say thank you to James D. Sangster, University of Houston-Downtown, for his generosity in donating the web space for the site and helping it become real. James' encouragement and willingness to help kept me optimistic when it seemed that things were looking bleak.

It has been my pleasure working with Pam S. Humphries and the Creative Corner staff throughout the research process. I would like to make my appreciation known for entrusting me with the marketing of Creative Corner and placing its reputation in my hands. I send a special thank you to the faculty and staff at the University of Houston- Clear Lake for their part in making all this possible. In particular, I want to recognize the members of my committee, Stuart Larson and Dr. Chloe Diepenbrock, respectively. Their willingness to participate is indicative of my experience with the staff at UHCL. The time and consideration they have committed to this project have not gone unappreciated.

Abstract

“Creative Corner, Incorporated: Multi-Component Advertising and Marketing Package”

By Steven Gonzales

Creative Corner, Incorporated is a company that consists of two private schools in the Houston area schools that have the capacity to enroll approximately 200 students from preschool to second grade plus after school care. The business has been in operation since 1983 and has experienced consistent success throughout this period.

Prior to 2002, only one location existed. The second location, Little Stoltens, opened in the spring of 2001. Enrollment at this property, located at the Houston Ship Channel, has been lower than expected. In an attempt to help curtail this trend and increase enrollment at both locations, Pamela Humphries, Owner, and I formulated a multi-component marketing package that consists of three major entities, or phases. The major entities of the prospective package are as follows:

PHASE I: Design and print new business cards containing the logos of both school locations

PHASE II: Create a brochure on CD-ROM that will include general information for both facilities

PHASE III: Design and create a website for Creative Corner, Incorporated that contains information on both locations

I utilized the various skills I learned and refined while in the Professional Writing / Applied Graphic Design program at UHCL. With the use of computer graphics I created a visually effective product that will attract the viewer’s attention and increase interest levels. When used in conjunction with my writing skills, I was able to develop fluent products that will prove to be useful materials for increasing business revenues.

My future career goals, while undetermined at this point, will involve computer graphics, web design, and/or some area of technical writing. I believe a project of this nature will serve as an excellent marketing piece as I begin to search for a long-term career. I also think the experience of creating useful tools for actual business purposes with real-life outcomes will further demonstrate my talent and value as a full-time employee.

Table of Contents

- I. Signature page**

- II. Acknowledgements**

- III. Project**
 - a. Business card**
 - b. CD-ROM: Brochure**
 - c. Website URL**

PHASE I:

Business Card

Patricia S. Humphries
Owner/Director

Creative Corner
Child Development Centers

Creative Corner
335 Audrey Lane
Houston, TX 77015
(713) 450-3610



Little Stoltens
15635 Jacintoport Blvd
Houston, TX 77015
(281) 860-4952

www.creativecorner.com