# Networking Plan

In order to prepare for this assignment, READ the information contained in the document “[Streetcrafter Background](https://docs.google.com/document/u/0/d/1UjojrPnS-FNxVhntSsBCNWZvjtanAKyLzqu-aAOOK3w/edit).”

## Instructions

Maintaining and expanding your professional network is important for your career development. Your connections can lead to business opportunities, job opportunities, and chances to learn things that will help you in your personal and professional life. In this assignment, you’ll create a plan for Medin to expand his professional network.

1. Discover some key people on social media who can benefit from the products that [www.streetcrafter.com](http://www.streetcrafter) has to offer. Create a list of influencers that Medin should connect with that have anything to do with apparel or T-shirt making.
2. What are some conventions or trade shows that Medin should attend? Why would they be successful for him?
3. Who should Medin Target when doing outreach for his company? Find key demographics that would benefit and list them out.
4. Reflect on this process and describe how you could use it to build your own professional network.

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## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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