

Development of new strategies for the promotion of **Biotechnology** - scientific and social approaches -

The village where you do, not only write

NB! This village is not only for biotechnology students but for everyone who is interested in advertisement, PR, social sciences and of course biotechnology!

Nowadays biotechnology is applied almost everywhere: pharmacy, oil spill removal, biomedicine, conservation of food and in a variety of (yet undiscovered) fields.

Let's face it, biotechnology is great. But you can make it even greater!

Here you have the chance to develop a new strategy for promoting the biotech Institute among students. In your group, you will have the complete freedom to choose your own way to create a final product. As a group you will go through all the stages of a real-life project development, from outlining your strategy to its realisation.

Your portfolio and the outcome of the project will be evaluated. We expect hard work as well as enthusiasm from you but your effort will be rewarding.

The skills that you will acquire will be useful throughout your career, whatever you will do later in life. Future professors, politicians, designers and social workers will benefit from this experience!

Some possible strategies:

- review current programme e.g. via survey & create agenda
- get high school students involved
- promotion video production
- magazine about the biotechnology in life
- ...

You will make a difference!

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