

Intro to Marketing: Advertainment

COURSE OUTLINE

DESCRIPTION:

Intro to Marketing is designed to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide experience in evaluating and developing marketing materials. Students will experience marketing enterprises through the emersion of popular entertainment such as, movies, music, and video games. Students will evaluate sectors of entertainment marketing, identify target audiences within pop-culture media and develop marketing campaigns for a variety of entertainment industries. This introductory course serves as a foundation into a marketing pathway while exploring in-depth career practices that connects students to industry.

INFORMATION:

PRE-REQUISITE: None

LENGTH: One Semester

SECTOR: Marketing, Sales, and Service

PATHWAY: None

ARTICULATED: No

UC A-G APPROVAL: No

O*NET SOC CODES:

11-2011.00 Advertising and Promotions Managers

11-2021.00 Marketing Managers

11-2022.00 Sales Managers

Orientation
<ul style="list-style-type: none"> A. Introduce the course and facilities. B. Discuss the syllabus and major objectives. C. Explain applicable classroom management procedures, the ROP Student Rules of Conduct, and any operational guidelines. D. Review instructor/student expectations. E. Explain enrollment and attendance requirements and procedures. F. Review grading and student evaluation procedures. G. Discuss the community classroom aspect of the program if applicable. H. Discuss the “next steps” related to additional education, training, and employment. I. Review classroom safety, emergency and disaster procedures.
1. Communication Skills
<ul style="list-style-type: none"> A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite. B. Read and interpret written information and directions. C. Practice various forms of written communication appropriate to the occupation. D. Practice positive body language skills. E. Practice professional verbal skills for resolving a conflict. F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions.
2. Interpersonal Skills
<ul style="list-style-type: none"> A. Demonstrate positive teamwork skills by contributing to a group effort. B. Practice the importance of diversity awareness and sensitivity in the workplace. C. Define sexual harassment in the workplace and identify the employee’s role and responsibility. D. Practice participation skills. E. Identify different personality types and strategies for working effectively with each type. F. Practice business and social etiquette skills appropriate to the occupation. G. Discuss the role of business and personal ethics in the decision-making process. H. Evaluate various job-related scenarios and justify decisions based on ethics. I. Demonstrate flexibility and adaptability in working with others. J. Demonstrate the use of time management skills.
3. Leadership

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.
- B. Work with peers to promote divergent and creative perspectives.
- C. Demonstrate how to organize and structure work, individually and in teams, for effective performance and the attainment of goals.
- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.
- E. Employ ethical behaviors and actions that positively influence others.
- F. Use a variety of means to positively impact the direction and actions of a team or organization.
- G. Analyze the short-term and long-term effects a leader's actions and attitudes can have on productivity, morale, and organizational culture.

4. Personal and Occupational Safety

- A. Demonstrate procedures to be followed in the case of emergencies.
- B. Discuss ways to report a potential safety hazard to an administrator.
- C. Identify and discuss cyber ethics, cyber safety, and cyber security.
- D. Apply personal safety practices to and from the job.
- E. Describe the procedure for reporting a work-related hazard or injury.
- F. Recognize the effects of substance abuse in the workplace.
- G. Define and discuss ergonomics in relationship to the working environment.

5. Marketing Introduction

- A. Explore the purpose and objectives of marketing.
- B. Identify the 7 Ps of marketing (Product, Price, Promotion, Placement, Packaging, Positioning, and People).
- C. Identify the principles of SWOT (Strength, Weakness, Opportunities, and Threats) in marketing.
- D. Analyze the principles and elements of a marketing campaign.
- E. Understand the definition of intellectual properties.
- F. Examine the usage of demographics in marketing.
- G. Evaluate the usage of target marketing.

6. Advertising Introduction

- A. Determine the purpose of advertising and emotional motivators.
- B. Analyze the components of an advertising campaign.
- C. Explore creative concepts and unique advertising campaigns.
- D. Evaluate the emotional prompts used in advertising and their intended and unintended outcomes.
- E. Evaluate advertising campaigns that target specific audiences.
- F. Understand the purpose of data analytics in advertising.
- G. Evaluate the usage of digital marketing and social media experiences.

7. Movie Marketing
<ul style="list-style-type: none"> A. Determine the marketable products and goods of the movie industry. B. Identify marketing and advertising campaigns in the movie industry. C. Identify the differences between marketing studio films versus independent films. D. Determine target audiences for a variety of film genres such as action, family, and romantic-comedies. E. Research the practice of press junkets in movie marketing. F. Identify profitable films and analyze their marketing campaigns. G. Determine the effects of movie ratings on box office sales.
8. Music Marketing
<ul style="list-style-type: none"> A. Determine the marketable products and goods of the music industry. B. Identify marketing and advertising campaigns in the music industry. C. Determine methods of distribution used in music marketing. D. Determine target audiences for a variety of music genres such as R&B, country, and rock. E. Evaluate the marketing of past and current music trends. F. Analyze societal effects on music and its marketing. G. Analyze the effects of a musician's public image on their career. H. Identify profitable musicians and analyze their marketing campaigns.
9. Video Game Marketing
<ul style="list-style-type: none"> A. Determine the marketable products and goods of the video game industry. B. Identify marketing and advertising campaigns in the video game industry. C. Determine target audiences for a variety of video games such as mobile, kids, or sports games. D. Research the concept of crowd-funded video games and analyze their marketing strategies. E. Analyze the use of graphic design and cover art in video game marketing. F. Identify profitable video games and analyze their marketing campaigns. G. Evaluate the effects of word-of-mouth influence in a video game's success or failures.
10. Career Exploration
<ul style="list-style-type: none"> A. Explore occupations in marketing careers. B. Identify certifications and education requirements for a marketing career. C. Determine necessary skills required for a marketing career. D. Explore levels of occupational advancement in marketing careers.

Key Assignments

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
1. Choose three recently purchased products such as groceries, clothing or household items and write a paragraph for each describing the product, the in-store placement, the purchase price, and the advertising used for the product.	1 A, 2 D 5 A, B	2 11	2 4	A 1.0 A 4.0 A 7.0	LS 11-12.1 LS 11-12.2 WS 11-12.6
2. Examine a variety of magazines, billboards, and online advertisements then choose one advertisement to assess. Create a presentation discussing the advertisement’s audience, emotions appealed to, objective, catch/hook, type of media, and the benefits of the product then present to the class.	1 D 5 A-D 6 A-D	5 10 11	2 5	A 1.0 A 4.0 A 7.0	LS 11-12.6 SLS 11-12.2 SLS 11-12.6 WHSST 11-12.6 WS 11-12.7
3. In groups, research the marketing components of a recent film such as movie trailers, posters, social media, and merchandising then present to the class an original marketing campaign for an upcoming unreleased studio or independent film.	2 A, D, I 5 C, D 6 B, G 7 A-F	4 10 11 12	2 4 9 10	A 1.0 A 4.0 A 7.0	LS 11-12.1 SLS 11-12.2 SLS 11-12.1 WS 11-12.7
4. Choose a popular musician from a previous generation and develop a marketing campaign that includes the product, price, promotion and placement for promoting their music while considering the culture and available technology of the chosen time-period.	5 B, E, F 6 C, F 8 A-F	4 10 11 12	2 4 10	A 1.0 A 4.0 A 7.0	LS 11-12.1 SLS 11-12.2 SLS 11-12.1 WS 11-12.7

Assignment	Competencies	Career Ready Practices	Anchor Standards	Pathway Standards	CCSS
5. Choose a video game and develop a marketing campaign intended for an untraditional gaming audience. The marketing campaign will be documented in a binder and include advertising concepts, product placement strategies, and a budget proposal.	1 C 5 B, E, F 6 A, D, E 9 A-F	4 10 11 12	2 4 10	A 1.0 A 4.0 A 7.0	LS 11-12.1 SLS 11-12.2 SLS 11-12.1 WS 11-12.7
6. In groups, create a marketing campaign for a mock amusement park. The amusement park will feature multiple rides, restaurants, and entertainment shows. The marketing campaign must incorporate film, music, and video game themes with the goal of reaching a wide variety of demographics. Students will present their marketing campaign to the class.	1 A, C, D 2 A, D, F, I 3 B, C 5 A-F 6 A-E 7 A 8 A 9 A	4 5 10 11 12	2 4 9 10	A 1.0 A 4.0 A 7.0	LS 11-12.1 LS 11-12.6 SLS 11-12.2 SLS 11-12.1d WS 11-12.4 WS 11-12.6
7. Research multiple careers in marketing then develop a portfolio that highlights a marketing occupation.	1 A-C 2 D, J 3 E, G 10 A-D	3 11	2 3	A 1.0	LS 11-12.1 LS 11-12.6 SLS 11-12.2 WHSST 11-12.6 WS 11-12.6

Standards Assessed in this Program

Career Ready Practices

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
3. Develop an education and career plan aligned to personal goals.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
6. Practice personal health and understand financial well-being.
7. Act as a responsible citizen in the workplace and the community.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams while integrating cultural/global competence.
10. Demonstrate creativity and innovation.
11. Employ valid and reliable research strategies.
12. Understand the environmental, social, and economic impacts of decisions.

Anchor Standards

2.0 Communications

- Acquire and use accurately sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats.

3.0 Career Planning and Management

- Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans.

4.0 Technology

- Use existing and emerging technology, to investigate, research, and produce products and services, including new information, as required in the sector workplace environment.

5.0 Problem Solving and Critical Thinking

- Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques.

6.0 Health and Safety

- Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the sector workplace environment.

7.0 Responsibility and Flexibility

- Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the sector workplace environment and community settings.

8.0 Ethics and Legal Responsibilities

- Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms.

9.0 Leadership and Teamwork

- Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution.

10.0 Technical Knowledge and Skills

- Apply essential technical knowledge and skills common to all pathways in the sector following procedures when carrying out experiments or performing technical tasks.

Pathway Standards

Marketing, Sales, and Service - Marketing Pathway

A1.0 Demonstrate an understanding of business fundamentals, uses and application of technologies, communications, and basic management functions.

A4.0 Implement the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business marketing decisions.

A7.0 Demonstrate an understanding of product and institutional promotion through advertising, publicity/public relations, promotional sales, and e-commerce, using product, services, images, and ideas to achieve a desired outcome.

Common Core State Standards

ENGLISH LANGUAGE ARTS

Language Standards

LS 11-12.1: Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.

LS 11-12.2: Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

LS 11-12.6: Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the (career and college) readiness level, demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

Speaking and Listening Standards

SLS 11-12.2: Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions, and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

SLS 11-12.1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners, building on others ideas and expressing their own clearly and persuasively.

SLS 11-12.1d: Respond thoughtfully to diverse perspectives, synthesize comments, claims and evidence made on all sides of an issue, resolve contradictions when possible, and determine what additional information or research is required to deepen the investigation or complete the work.

Writing Standards for Literacy in History/Social Studies, Science, and Technical Subjects

WHSST 11-12.6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

Writing Standards

WS11-12.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

WS 11-12.6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback including new arguments and information.

WS 11-12.7: Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem, narrow or broaden the inquiry when appropriate, synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

WS11-12.9: Draw evidence from literary or informational texts to support analysis, reflection, and research.