MEMES Summer Institutes
360° Marketing for Entertainment & Media
June 22nd - August 1st, 2015
Two 3-hour classes x 6 weeks - SCHEDULE TBA

This course focuses on integrated marketing communications (IMC), providing an overview of strategic roles and integration of marketing tools including advertising, public relations, sales, promotion, event management, media selection, and marketing management.

Students will learn how to analyze the marketplace and create an integrated marketing campaign bringing together multiple touch points with consistent messaging to build brand awareness and drive sales.

Learning objectives include:

**Marketing Analysis**
- Describe the purpose and value of integrated marketing
- Determine the proper analysis needed to generate specific outcomes

**Market Assessment**
- Identify an ideal target market for a selected product or service
- Determine the competitive advantage of a product or service
- Develop a marketing positioning statement based on assessment

**Marketing Tactics**
- Determine tactics to achieve the desired goal of branding, positioning statement, and competitive advantage
- Differentiate between quantifiable and non-quantifiable marketing tools

**Marketing Tools**
- Determine the optimal combination of marketing tools based on market conditions and a selected target market
- Compare different types of value networks and distribution channels

**Integrated Marketing Campaign**
- Prepare an integrated marketing campaign

Working in groups, students will be paired with a mentoring organization to assume the planning, development, implementation, execution and evaluation of an integrated marketing campaign. To complete this project, students will deliver a comprehensive presentation to the mentoring organization, their classmates and the course instructor.