

MKT 410, FALL 2006
ENTERTAINMENT MARKETING
INSTRUCTOR: JANET OLLER

MEETING: Tuesdays, 6:30-9:20 pm
CLASSROOM: GLASS 438
SMSU OFFICE HOURS: By Appointment
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SITUATION: We live in an entertainment society where experiences are more important than possessions, and where activities occupy our attention. As marketers, we are especially challenged to promote experiential consumption to audiences who enjoy many entertainment options. Real-time entertainment, while not a product or service, is an involved experience that one can locate, travel to and purchase tickets for. Marketing communications are produced to tell audiences how to experience entertainment before they actually access it.

Marketers are responsible for attracting audiences. To develop, grow and maintain entertainment consumers, promoters must use communication to motivate audiences to attend, subscribe and purchase tickets for events presented at specific venues. We never lose sight of the reality that entertainment experiences are developed to make money—entertainment is a business with an accountable bottom line.

Marketers for years have talked about the five Ps of marketing (there are more than five but most have their favorite five.) Some are: Product; Price; Place; Promotion; Positioning; Publicity; Packaging. The above is a marketing checklist, a quick way to make sure you've done your job, a way to describe how you are going to go about getting people to buy what you are selling. Marketing isn't guaranteed to work, but the way things used to be, if you got your Ps right, you were more likely than not to succeed. This still holds true today to a degree.

Everything marketers do (or don't do) sends a message. The single mass audience of the past has fragmented so that companies must communicate with many diverse groups using a wide variety of media. That means more brand messages than ever before and they all must be coordinated. The fragmentation of the audience is only one change that necessitates a cohesive marketing strategy. We've reached a point where we can no longer market directly to the masses. As marketers we know that consumers are too busy to pay attention to advertising, but they are desperate to find good stuff that solves problems.

Entertainment is a \$500 billion industry. Competition ranges from athletes to casinos, Disney to Sony, Harry Potter to the next music industry icon. Marketers can no longer talk AT their customers. They must establish two-way conversations – listening first and then responding. They must initiate and maintain a dialogue that can lead to long-term relationships.

Entertainment Marketing is critical to the interactive process. This class will provide you with the skills and new ways of thinking necessary that you can apply to real world situations in companies that create and manage long-term customer relationships. By the end of the semester you will have an understanding of how marketing provides that vital link to the consumer by developing a comprehensive marketing plan that will translate to your future professional endeavors.

TEXT/REFERENCES

Primary Text: *The Entertainment Marketing Revolution - Bringing the Moguls, the Media and the Magic to the World.* Al Lieberman. Publisher: Prentice Hall. 2002

Library work: Current articles, to be assigned for search and/or distributed week prior to discussion

Internet Access

Assigned readings as announced

COURSE OBJECTIVES

After completing this course, students will:

1. Be able to identify basic components of marketing plans with specific focus on the entertainment industry.
2. Understand how to identify the targeted customer prior to beginning the marketing plan.

COURSE OBJECTIVES (cont)

3. Have a basic understanding of the utilization of marketing research with regard to entertainment.
4. Have an understanding of similarities and differences of the marketing of various entertainment (sports, performing arts, concerts, theme parks etc.)
5. Be able to trace historic, current and forecasted trends in marketing entertainment.
6. Understand the importance of partnering development of entertainment products with the development of the marketing plan of the product.
7. Understand how to seek out marketing benchmarks in the industry.

REQUIREMENTS	POINTS	GRADING SCALE
Individual Exam 1	100	A=900-1000
Individual Final Exam 2	100	B=800-899
Group Project/Presentation/ Peer Assessment	500	C=700-799 D=600-699
Research Paper	300	F=Below 600
Total:	1000	

INDIVIDUAL EXAMS: Two exams in the course of the semester will cover class discussions as well as assigned readings. The instructor may change scheduled examination dates to an earlier or a later date. If any exam dates are changed, students will be notified at least one week in advance. It is the policy of this course that NO make-up exams will be given. When conflicts are known in advance, please see instructor about taking an equivalent exam earlier.

GROUP PROJECT/PRESENTATION: The class will be divided into groups, with each group developing & presenting a marketing plan for an entertainment service or product. Points will be assigned to each member of the group based on overall quality of both the research and the presentation. The instructor has an expectation that the project and presentation have a professional business tone and manner for delivery and that the project is original work. Instructor will provide an extensive marketing plan outline as a guide. Each student will anonymously evaluate his/her peers' individual contributions to the overall group.

RESEARCH PAPER: Entertainment marketing is ever changing and evolving. To bring this discipline to life, each student will be required to submit a report on a timely occurrence within the entertainment industry. One example is the 2004 Super Bowl which will go down in history as changing the face of the entertainment portion of the event & subsequently how televised events are carried on national television. The fall out continues affecting radio, magazines, etc. This report should **cite a specific incident or trend in the entertainment industry and how it affects entertainment management & marketing.**

The report should be up to a maximum of 5 pages and is worth 300 points. It is the expectation of the instructor that students submit original work.

ATTENDANCE POLICY: Much of what you learn in this class will take place in a discussion format and in-class activities, so it is imperative that you attend each class. Considering we only meet once a week, the importance of your attendance is heightened. **Perfect attendance will add 20 extra points to your final grade average. For more than ONE EXCUSED absence, your final average grade will be reduced. The following scale applies: two absences-reduction of 50 points from final grade, three or more absences may result in a failing grade.** Students should always notify instructor (by e-mail or during class) of anticipated absence PRIOR to the absence. It is highly recommended that the one allowable absence be reserved for sickness or emergencies. When an absence is unanticipated, notification should take place on the day of the absence. If a student is absent on the day he/she is scheduled to make a presentation, and the student makes no arrangements for a replacement, the student will receive a zero (0) on that assignment. Assignments are due and quizzes are given regardless of absence. If an allowable absence, exceptions may be given with written documentation from a qualified professional (i.e. medical doctor.) However, assignments must be turned in or a quiz taken within 24 hours, and will be subject to a minimum of 10 point deduction in the grade for that quiz or assignment. Consistent early departures and late arrivals may constitute the same designation as an absence. In addition, disruptive behavior in class may result in the student being asked to leave by the instructor, and will result in one absence per occurrence.

MSU SPONSORED EVENTS: On occasion, there are students that must miss class due to participation in official SMSU events (i.e. athletics, music tours, etc.) Please examine your event schedule immediately to determine how often you will miss this class. If you anticipate you will miss more than 2 class periods during the semester, you should strongly consider registering for this course some other semester. If you will miss class due to an official SMSU event, students must follow these procedures:

1. Notify instructor in advance in writing,
2. Within 7 days of absence, students must provide a copy of official document with signature of sponsor, phone number, and date of absence.

WHEN CONSIDERING DEDUCTIONS FOR ABSENCES OR DUE DATES (PRESENTATIONS, ASSIGNMENTS, QUIZZES, EXAMS, ETC.) NO DISTINCTION IS MADE BETWEEN EXCUSED AND UNEXCUSED ABSENCES.

ASSIGNMENTS: All assignments must be turned in at the beginning of class, unless otherwise noted. Students may arrange for drop off (or e-mail) prior to the due date. Assignments will not be accepted after class, and cannot be completed during class. **ANY ASSIGNMENTS NOT TURNED IN ACCORDING TO THE FOLLOWING STANDARDS WILL NOT RECEIVE FULL CREDIT:**

1. All assignments must be typed. Handwritten assignments will not be accepted.
2. Multiple pages should always be numbered and stapled.
3. Cover sheet should have First Name, Last Name, MKT 410, Date
4. Use standard 8 ½ x 11 paper for all quizzes and assignments turned in.

STATEMENT ON DISABILITY ACCOMMODATIONS: To request academic accommodations for a disability, contact the Director of Disability Services, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), <http://www.missouristate.edu/disability>. Students are required to provide documentation of disability to Disability Services prior to receiving accommodations. Disability Services refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

ACADEMIC DISHONESTY STATEMENT: Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, *Student Academic Integrity Policies and Procedures*, available at <http://www.missouristate.edu/provost/3935.htm> and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

NON-DISCRIMINATION STATEMENT: Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Equity and Diversity, Siceluff Hall 296, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head.

SCHEDULE OF ASSIGNMENTS: The schedule of assignments/activities found below may change over the course of the semester. The instructor will try to communicate changes in prior sessions or via e-mail, if at all possible.

August 23	Intro to class. What do you want to learn? Why are you here? Overview of syllabus & policies. Hand outs for Research project deliverables. Intro to Ent. Marketing. Entertainment Marketing Basics.
August 30	How to evaluate your marketing plan – Research is the key! Read for discussion Chap. 1 & 2.
Sept. 6	Television Marketing Advantage, Media Buying. Read for discussion, Chap 3.
Sept. 13	Marketing special local events/Theme park marketing. Read for discussion, Chap 4.
Sept. 20	Work in library on research paper.
Sept. 27	Radio Marketing Advantage; Read for discussion Chap. 5.
Oct. 4	Venue Marketing. Marketing Plan Outline (for final project) (handout). Sign up for groups. Review for exam 1.
Oct. 11	Exam 1
Oct. 18	Work in library on 5-page research paper.
Oct. 25	Marketing the Music; Read for discussion, Chap. 7 & 10. Work on group project. Turn in 5-page research paper.
Nov. 1	Sports Marketing; Read for discussion Chap.8. Work on group project.
Nov. 8	Travel & Tourism Marketing; Read for discussion Chap.9. Work on group project.
Nov. 15	Changes, Challenges & Where do we go from here? Read for discussion Chap. 11 & 12. Work on group project.
Nov. 22	No Class. Thanksgiving Break
Nov. 29	Group Presentations – Groups 1, 2, 3 & 4,
Dec. 6	Group presentations – Groups 5, 6, 7 & 8
Dec. 13	Final Exam – 8-10 p.m.