

Course Learning Outcomes for Unit VIII

Upon completion of this unit, students should be able to:

- 7. Explore factors that influence promotional strategies.
 - 7.1 Examine the rise of consumer power through evolving changes in technology.

Course/Unit Learning Outcomes	Learning Activity
7.1	Unit Lesson Video: The Power of Brands: Secrets of Branding Video: The Naked Brand Video: Profiting From Collaboration Video: The PR Function Unit VIII Reflection Paper

Reading Assignment

In order to access the following resources, click the links below. Note: The transcript for each video is available to view and/or print by clicking on the "Show Transcript" tab on the right side of the video page.

You are only required to view the following portion of the video below: Segment 1 titled "Power of Brands: Introduction" (1:15 in length).

Bartholomew, J. (Producer), & Hill, M. (Producer & Director). (2014). *The power of brands: Secrets of branding* [Video file]. Retrieved from

https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=58808&loid=279985

You are only required to view the following portions of the video below: Segments 8 titled "Alex Bogusky" (1:52 in length), 10 titled "Good Consumer Guide" (3:38 in length), 11 titled "Mobile Marketing Era" (2:55 in length), and 16 titled "Relating to the Public" (4:09 in length).

Berg, J., Dumont J. (Producers), Rosenblum, J., & Huang, S. (Directors). (2013). *The naked brand* [Video file]. Retrieved from

https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlavlists.aspx?wID=273866&xtid=65003&loid=294063

You are only required to view the following portions of the video below: Segments 15 titled "The Customer Knows Best" (2:10 in length), 16 titled "The Consumer Centric Model" (3:11 in length), and 17 titled "Exceeding Customer Expectations" (2:41 in length).

CNBC (Producer). (2010). *Profiting from collaboration* [Video file]. Retrieved from https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlavlists.aspx?wID=273866&xtid=47307

You are only required to view the following portions of the video below: Segments 1 titled "The PR Phenomenon" (3:31 in length), 2 titled "Understanding Publics" (3:43 in length), 3 titled "The PR Campaign" (3:48 in length), and 5 titled "Changing Face of PR" (3:46 in length).

Garner, R. (Producer), & Leunig, S. (Director). (2011). *The PR function* [Video file]. Retrieved from https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=44681

Unit Lesson

Click <u>here</u> to access the Unit VIII Lesson presentation. (Click <u>here</u> to access the PDF version of this presentation.)

Suggested Reading

In order to access the following resources, click the links below.

Key takeaways from this video are that businesses have become hyper-focused on shareholders at the expense of broader stakeholders. Stakeholders have a more powerful voice than ever before via social media and digitalization.

American Marketing Association. (2016). *Russ Klein & Dr. Philip Kotler* [Video file]. Retrieved from https://youtu.be/pTby7utgruw

This video below provides insight into sales and the skills required to be effective as a salesperson.

VEA (Producer). (2007). 7 Key sales skills [Video file]. Retrieved from https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=49914