

Media & Entertainment: Branding & Integrated Marketing—Online

In the current fragmented entertainment landscape, each company, film, television show, game, or music product must build its own brand character to differentiate itself from the pack. Executives and producers must use the essential concepts of branding to make sure the elements of the production/content contribute to the brand and don't work against it.

As the business models for funding projects evolve, it's clear that direct sponsorships of productions by corporations will increase. Executives and producers need to understand where branding concepts help in forming partnerships that can extend the brand, reaching wider audiences. These concepts will be addressed by faculty and industry subject matter experts in this interactive, four session program provided by the University of Southern California's Marshall School of Business and Really Useful Information, Inc. (RUI).

OBJECTIVES AND TEACHING METHOD:

- Learn how to differentiate your concept through branding
- Discover steps to building a successful brand
- Learn what a brand is actually worth
- Recognize opportunities for branding in today's digital environment
- Utilizes an applied approach for the entertainment and media industry
- Blended sessions with University thought leaders and Industry experts
- Subject matter experts with industry experience
- Includes individual participant coaching to assure use and implementation of program concepts at the company
- Unique online experience



WHAT YOU'LL LEARN:

Dimensions of a Brand

- Brands as financial assets
- Using brands to gain competitive advantage
- Brand value vs. brand equity
- Customer loyalty and brand performance

Branding Strategies for Improving an Organization's Bottom Line

- Valuing brands
- Brand architecture
- Benefits and risks of brand extensions
- Strategic co-branding
- Brand loyalty and brand performance
- Marketing to your company before marketing to the customer

Building Brands through Digital Platforms

- Marketing communications new vs. old
- Benefits and risks of different platforms
- Viral marketing pros and cons
- Designing customer feedback mechanisms

WHO SHOULD ATTEND:

Executives and producers looking to expand their audience and earning power by understanding all of the aspects of building an entertainment brand in today's digital

TEACHING METHOD:

The online course is designed for participants to learn the concepts at their own pace, on their own time, with access to USC faculty for finite period of time.

WHEN:

March 3—24, 2010 (Online)

July 7—28, 2010 (Online)

November 3—24, 2010 (Online)

REGISTRATION INFORMATION:

The fee is \$975 and includes tuition and course materials.

Optional coaching: \$400 per session

Register at: www.marshall.usc.edu/ExecEd