



MARKETING INSIGHTS FROM SCC: PROGRAM OVERVIEW

Does your current business or marketing curriculum and/or textbook resonate with today's generation of students? Bring the cutting-edge business strategies that are driving the innovations we are seeing in marketing today to your classroom with a subscription to *Marketing Insights from SCC*! In addition to conversations around many of the most talked-about brands in the world, the program explores hot topics such as:

- Metaverse
- Rise of TikTok
- NFTs & Crypto
- Sustainability in Marketing
- More!

Developed using a structure similar to SCC's sports and entertainment program that you know and love, *Marketing Insights* will provide you with a new resource for maximizing engagement in any of your business or marketing classes.

Marketing Insights from SCC curriculum modules:

- Module 1: What is Marketing?
- Module 2: Product Management
- Module 3: Branding
- Module 4: Advertising & Promotion
- Module 5: Data & Analytics
- Module 6: Digital & Social Media Marketing
- Module 7: Public Relations
- Module 8: Customer Service & Sales
- Module 9: Marketing Trends

Marketing Insights from SCC subscription cost for the 2022-23 school year: **\$599**

PROGRAM HIGHLIGHTS

Your *Marketing Insights* subscription includes:

- Curriculum featuring eight (8) different modules
- Weekly current events
- A variety of engaging instructional materials
- Virtual Q&A opportunities with industry thought leaders
- "Bonus" content shared throughout the year
- Access to a national student competition

Fun for You and Your Students:

- **"Snackable":** Marketing Insights lessons present content in short form, easily digestible in a way that conforms to how students today prefer to learn
- **Relevant:** Updated and current featuring content developed with insight from industry pros
- **Versatile:** Content relates to any business or marketing class, including fashion marketing, hospitality & tourism, leadership, and entrepreneurship
- **Flexible:** Curriculum designed in a way to provide the flexibility to supplement all your existing lesson plans with fresh, new, industry-relevant content



MARKETING INSIGHTS FROM SCC: CURRICULUM MODULES

Module 1: What is Marketing

- What is Marketing?
- Marketing Mix
- Positioning
- Segmentation
- Market Research

Module 2: Product Management

- Introduction to Entrepreneurship
- Innovation
- Product Development & Management
- Distribution & Supply Chain

Module 3: Branding

- What is a Brand?
- Brand Building
- Brand Loyalty
- Packaging & Labeling

Module 4: Advertising & Promotion

- What is Advertising?
- Advertising Channels
- Agencies
- Promotion

Module 5: Data & Analytics

- Attribution
- Customer Relationship Management
- Return on Investment

Module 6: Digital & Social Media Marketing

- Consumer Engagement
- Social Media Marketing
- Digital Marketing

Module 7: Public Relations

- Publicity
- Business Ethics
- Sustainability in Marketing
- Cause Marketing

Module 8: Customer Service & Sales

- Customer Service
- Sales

Module 9: Marketing Trends

- Marketing Trends