

Course Guide Music Marketing

Entertainment Marketing

Entertainment Marketing (MC-ENTMAR-16)

- Course code: MC-ENTMAR-16
- Duration: 10 weeks
- Full-time
- Academic year: 2018 - 2019
- Term: B and D
- Variant
- Type of course: Conceptual
- Obligatory
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- <https://cursussen.sharepoint.hu.nl/fem/20/MC-ENTMAR-16/Studie%20Material/Forms/AllItems.aspx>
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1. Course description

The current marketing is laced with entertainment. In this module the students will get introduced to the various facets of the entertainment industry. The material in this module is very comprehensive because it focuses on many entertainment facets within the specific entertainment marketing and marketing in general. The student will learn to develop effective marketing (communication) plans within the complex and dynamic marketing perspective and shape. Students will not only gain knowledge of the entertainment industry, but will also learn that the meaning and experience are central to the consumption of services and products of the entertainment industry. We focus in particular on the film, video, games and music industry.

2. Course Goals and Learning Objectives

The entertainment industry is increasingly not guided by the feeling, but by trained marketers. By bringing in the marketers from the working field in this module as guest speaker the current practice is integrated in the module and always up-to-date. You will work in small groups on case studies picked from practice where increasingly another aspect of the branch is exposed.

It will also take into account the differences and traditions of the entertainment industry, which 'spits out' much more products than the regular 'fast moving consumer products' market. The situations in which you will operate are for example:

- Providing / requesting / maintaining information (flows);
- How to build a relationship network;
- Understanding and assessing traditions in entertainment;
- The differences between traditional marketing and how to process these in the Entertainment Industry;

After completing this course the student will be able to define and apply the various traditional and new marketing tools when creating a marketing and / or promotional plan. Specifically:

- The student is able to work in different project groups;
- The students are introduced to entertainment, entertainment marketing, communication, media and marketing tools;
- The student is able to apply the knowledge about the marketing in the professional practice;
- The student is able to present the findings (eg analysis and customer analysis and the resulting conclusions) at professional level;
- The student is able to make and present an operational marketing (communication) plan;
- The student can describe the knowledge, findings and experiences in a report capture, whereby all the requirements regarding the proper reporting are met;
- Develop Basic Skills entertainment marketing;
- To apply basic skills entertainment marketing within the context of a professional product supporting both the initial data and process the conclusions correctly and clearly into an advise report;

3. Curriculum and Related Courses

This course is a part of the Minor SEM and is related to all the courses of this Minor.

4. Study Burden

Total study load per student is 140 hours. [5 European credits] The table below indicates the required amount of hours for the student to spend on the course to be able to complete it successfully.

Lectures and consults	28 hours	2 hours per week 2 hours per week
Study Theory	30 hours	Up to date literature and online sources
Cases and homework	42 hours	Weekly planning
Write reports	40 hours	
Total	140 Hours	

5. Prerequisites

1. Affinity with cultural sector, especially contemporary entertainment;
2. Interest in entertainment industry;
3. Enterprising;
4. Motivated and an independent attitude;
5. Knowledge of marketing is an advantage;

6. Exemption Possibilities

There is no exemption, except if a student is coming from another University of Applied Sciences where a similar course is provided. This will then be taken in consideration and viewed with the Examinationcommittee.

<p>DC2 Run, interpreting, testing and evaluating market research. Competency Level 3</p>	<p>--- Formulation, independently, a problem statement and research question from one or more contexts. --- Create, independently and under its own responsibility performing a research plan, including a cost estimate, with justification of the choice of the type examination and the questionnaire. --- Processing of the data according to a pre-established analysis plan, using appropriate statistical techniques for the study using a statistical package. --- Create a report, including graphics, justification of the statistical methods and techniques, draw conclusions and make <u>recommendations</u></p>
<p>DC 3 Setting for a company of both the strengths and weaknesses based on an analysis of the internal business processes and culture, as part of the value chain, and also the opportunities and threats at the local, national or international market based on relevant national and international trends. Competency Level 3</p>	<p>--- Drafting, independently, a market analysis from a plan or multiple contexts. --- Drawing conclusions, independently, based on available and potential incomplete information and identify conflicts of interest. --- Assessment of strategic options for national and / or international market on the basis of the analysis. --- Reporting and convincing presentation of results and justification of the analysis, including justification of the approach and <u>give an opinion on the follow-up process</u></p>

General competencies:

Social Communicative competence

- Communicates effectively in various ways with different levels.
- Works independently and is result driven together in a multidisciplinary team.
- Can listen to the input of another.
- Has its own contribution.
- Reflects on own behavior.
- Can read English literature.

- Can report in accordance with the guidelines.

8. Didactic Forms

- Lectures, given by lecturers and 2 or 3 guest speakers from the entertainment industry;
- 4-5 Consults in which the substance covered in the lectures is deepened and where the groups can ask questions to the lecturer(s) regarding the elaboration of the case;
- The overview below is an example and depends on the guest lecturers.

Week	Activity
1	Introduction Lecture, Kick off
2	No lecture, movie assignments
3	No lecture, Movie assignments
4	Guest lecture 1
5	Guest Lecture 2
6	Guest Lecture 3
7	Final lecture and hand in final report

9. Assessment

Sort	Weighting	Minimum Grade
Report	80%	5,5
Presentation	20%	5,5

Final report consists of:

- a. Portfolio containing all the challenges of the course; including the movie mindmaps!
- b. Elaboration of a 3 cases and Marketing communications plans in groups of 3 or 4 students
- c. The assignments are current issues from the professional practice and explained during the guest lectures;
- d. The assignments are related to: Entertainment industry: Music, Movies and Games
- e. Please see the separate documents with the grading criteria and assessments forms.

Presentation:

- a. Every group will present their case every week.
- b. The case presentations are 3 minutes maximum with 2 minutes reserved for Q&A and 2 minutes feedback;
- c. All the presentations will be recorded on video;
- d. All group members are able to present in a professional and convincing way. The lecturer will ad hoc decide who is presenting;
- e. The recorded presentations must be uploaded on the drive and shared with the lecturer for at least a year.

Resit:

The rematch of the final assignment / case is an improved case-plan, based on the feedback provided by the lecturer. The improved cases must be handed in in week 8. The presentations can be overdone in the week 8 and for the cases and presentations the rematch can also take place in the exam week of the next period.

10. Course Material and Literature

Compulsory literature:

Up to date (Research) papers from WARC (HU Library), Video materials, Guest lectures handouts, Up to date articles and online links;

11. Course evaluation

We will look at the STO (student satisfaction surveys) and course evaluations. This with the aims to constantly improve the course.