PRODUCT BRANDING & ENTERTAINMENT
Empowering future marketing leaders with entertainment strategies

Fall 2011/ Two Units
UGBA 167 - 02
Mondays 4-6pm

Hooray for Hollywood…Pepsi, Covergirl, P&G and just about every other Fortune 500 company! The relationship between products, brands and entertainment has changed thanks to digital access and consumer demands. Traditional advertising strategies are giving way to “branded entertainment;” a new movement where product companies are cutting out the middle man to create content for specific market segments.

In the new world of branded entertainment YOU need to know:
- How to develop, evaluate and manage content and campaigns
- The new “niche markets”; who they are and what they want
- Deal considerations for brand and media partnerships
- The difference between advertising, sponsorship, product placement, and social marketing.

Welcome to Product Branding & Entertainment; a course that empowers the future leaders of marketing with an in depth understanding of the most up to date, successful marketing strategies resonating with the new multi-hyphenate American consumer.

Course Requirements & Expectations:
The course will challenge you to launch a product using a branded entertainment strategy of your design, from provided case studies. Graded activities include: Class Participation (20%), Midterm Examination (20%), Individual Strategic Brief (25%), and Final Group Presentation (35%). Knowledge of fundamental marketing principles is expected of all students prior to taking this course.

About the Instructor
Krystal Jalene Thomas produces television and digital media that marries entertainment and purpose. A pioneer of brand integration and branded entertainment, she has developed and produced media for companies such as Disney, BET, Showtime, PBS, BMW, Kellogg’s, and almost every major American sports league. As an international Executive, Krystal helmed branded entertainment and digital media divisions for Omnicom Worldwide and Kardstadt Quelle. Most recently named to the Washington Post’s “Roots 100”, a list of outstanding emerging and established African American leaders in business and politics, Krystal has also been twice recognized as “One to Watch” by the Producers Guild of America; and received The Award of Excellence for a TV Pilot from The International Accolades. She is a graduate of the USC Peter Stark Producing Program and of the Haas School of Business at UC Berkeley.