Diversity Marketing & Media

Tuesdays, 4-6pm
Spring 2012/ Two Units
UGBA 167

In a marketing age where consumers expect individuality, niche marketing strategies driven primarily through traditional and social media are becoming more the norm. And increasingly, race, gender, age, and “stages of life” are becoming the segmentation strategy of choice.

The maturity of distribution outlets like BET, Univision, Lionsgate, NBC and Scripps Media; combined with the explosion of niche digital hubs are proving that so-called “diversity” is not fad. Companies that understand how to cater to niche audiences, win in the marketplace.

In the new world of marketing YOU need to know:
- The “new” definition of diversity
- How companies incorporate diversity into marketing, positioning & product dev.
- The facts and the myths about “diverse” audiences
- How to develop and build relationships with target niche markets.

Welcome to Diversity Marketing & Media; a course that empowers future marketing leaders with a framework for developing and analyzing niche markets. Leveraging industry interviews from working professionals in the field, the course will explore the most up to date, successful marketing strategies resonating with the new multi-hyphenate American consumer.

Course Requirements & Expectations:
Graded activities include: Class Participation (35%), Midterm Examination (30%), and Individual Strategic Brief (35%).

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, 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. She’s developed media campaigns for the world’s most noted brands including BMW, Kellogg’s, Haagen Dazs, and FedEx. Twice recognized as “One to Watch” by the Producers Guild of America, Krystal’s dramatic work has been featured at the NY Television Festival; and recognized with The Award of Excellence for a TV Pilot from The International Accolades. In 2010, she was named to “the Roots 100”--a list of outstanding emerging and established leaders in the African American community. She is a graduate of the USC Peter Stark Producing Program and of the Haas School of Business at UC Berkeley.