

## Course Learning Outcomes for Unit VIII

Upon completion of this unit, students should be able to:

7. Explore factors that influence promotional strategies.
  - 7.1 Examine the rise of consumer power through evolving changes in technology.

Course/Unit Learning Outcomes	Learning Activity
7.1	Unit Lesson Video: <i>The Power of Brands: Secrets of Branding</i> Video: <i>The Naked Brand</i> Video: <i>Profiting From Collaboration</i> Video: <i>The PR Function</i> Unit VIII Reflection Paper

## Reading Assignment

In order to access the following resources, click the links below. Note: The transcript for each video is available to view and/or print by clicking on the "Show Transcript" tab on the right side of the video page.

You are only required to view the following portion of the video below: Segment 1 titled "Power of Brands: Introduction" (1:15 in length).

Bartholomew, J. (Producer), & Hill, M. (Producer & Director). (2014). *The power of brands: Secrets of branding* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlays.aspx?wID=273866&xtid=58808&luid=279985>

You are only required to view the following portions of the video below: Segments 8 titled "Alex Bogusky" (1:52 in length), 10 titled "Good Consumer Guide" (3:38 in length), 11 titled "Mobile Marketing Era" (2:55 in length), and 16 titled "Relating to the Public" (4:09 in length).

Berg, J., Dumont J. (Producers), Rosenblum, J., & Huang, S. (Directors). (2013). *The naked brand* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlays.aspx?wID=273866&xtid=65003&luid=294063>

You are only required to view the following portions of the video below: Segments 15 titled "The Customer Knows Best" (2:10 in length), 16 titled "The Consumer Centric Model" (3:11 in length), and 17 titled "Exceeding Customer Expectations" (2:41 in length).

CNBC (Producer). (2010). *Profiting from collaboration* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlays.aspx?wID=273866&xtid=47307>

You are only required to view the following portions of the video below: Segments 1 titled "The PR Phenomenon" (3:31 in length), 2 titled "Understanding Publics" (3:43 in length), 3 titled "The PR Campaign" (3:48 in length), and 5 titled "Changing Face of PR" (3:46 in length).

Garner, R. (Producer), & Leunig, S. (Director). (2011). *The PR function* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=44681>

## Unit Lesson

Click [here](#) to access the Unit VIII Lesson presentation. (Click [here](#) to access the PDF version of this presentation.)

## Suggested Reading

*In order to access the following resources, click the links below.*

Key takeaways from this video are that businesses have become hyper-focused on shareholders at the expense of broader stakeholders. Stakeholders have a more powerful voice than ever before via social media and digitalization.

American Marketing Association. (2016). *Russ Klein & Dr. Philip Kotler* [Video file]. Retrieved from <https://youtu.be/pTby7utgruw>

This video below provides insight into sales and the skills required to be effective as a salesperson.

VEA (Producer). (2007). *7 Key sales skills* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=49914>