



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
- 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 8: Marketing Trends

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

PROGRAM HIGHLIGHTS

Your *Marketing Insights* subscription includes:

- Curriculum featuring nine (9) 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 it can provide all the resources you need to teach a class as a standalone, but flexible enough to use as a supplement