



WELCOME TO MARKETING INSIGHTS FROM SCC!



Thank you for your subscription to Marketing Insights from SCC! We look forward to bringing the cutting-edge business strategies that are driving today's businesses to your classroom.

In addition to conversations around many of the world's most talked-about brands, your 2022-23 instructional materials will explore the hottest topics in business and marketing, including (but not limited to):

- Marketing in the Metaverse (Roblox leading the way)
- Popular Brand Collaborations
- Viral sensation of WORDLE
- NFTs and Crypto in Marketing
- TikTok Domination
- Making Sense of Supply Chain
- Importance of Sustainable Marketing
- Space Tourism Readies for Liftoff
- What the heck is "shrinkflation"?

Marketing Insights from SCC curriculum modules in 2022-23:

- Module 1: What is Marketing?
- Module 2: Product Management
- Module 3: Branding
- Module 4: Advertising
- Module 5: Data & Analytics
- Module 6: Digital & Social Media Marketing
- Module 7: Public Relations
- Module 8: Customer Service & Sales
- Module 9: Marketing Trends

Thank you again for subscribing. Enjoy!

Sincerely,



Chris Lindauer

President, Sports Career Consulting