

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Create a branded podcast for one of your favorite brands. Describe the content that will be discussed, how many episodes will air, and who will host the show. Answer the questions below, and be sure to describe the podcast content in detail.

1. Which brand did you choose? Why?

2. What will be the name of your podcast? How many episodes will you create?

3. What type of content will you produce?

4. Who will be the host? Why did you choose this person (or persons) to host the podcast? What affiliation, if any, do they have with the brand?



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5. Which guests will you feature on the podcast?

6. How will you get consumers to tune in and listen to the podcast?

7. How will the brand benefit from the podcast?