



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 2023-24 instructional materials will explore the hottest topics in

business and marketing, including:

- Elon Musk rebrands Twitter as "X", positioning the platform as an "Everything App"
- Apple unveils its first major new product in nearly a decade
- How will AI and ChatGPT impact marketing?
- Brand collaboration trend shows no signs of slowing
- Introducing Instagram "Threads"

We also highlight several brand marketing success stories from the last year with a series of new discussion decks for the 2023-24 school year, including:

- Happy Marketing - History of the McDonald's Happy Meal
- Sweet Promotion - Krispy Kreme Finds Recipe for Promotions Success
- Rebranding Pepsi - History of the Pepsi Logo
- Destination Marketing - Brand and campaign marketing using slogans and taglines

Thank you again for subscribing. We look forward to another great year with you and your students. Enjoy!

Sincerely,



Chris Lindauer

President, Sports Career Consulting