Unit 4 Entertainment Products and Marketing

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Enduring Understandings

Diversity characterizes the world of entertainment with a wide variety of types of entertainment products, from musical stage shows on Broadway to the latest electronic games based on a movie.

Films, videos, CDs, TV, radio, print publications, live entertainment, museums, and amusement parks – and more – are marketed to consumers.

Brands and brand identification are a major part of entertainment marketing and help the consumer to identify products, which increases sales

Essential Questions

What does the term media mean?

What are fads?

What is am indie movie company?

What are royalties?

Why are evergreens important to the film industry?

What is the difference between the primary market and the secondary market in film distribution?

What is gross revenue?

Why can a performer be considered a brand?

Content

Entertainment Marketing

Media

Fad

Cross-selling

Leisure time

Break even

Oligopoly

Affiliate

Ratings

Niche marketing

Nonprofit organization

Concessions

Evergreens

Record clubs

Rack jobbers

Location-based-entertainment

Impulse spending

Primary market

Secondary market

Exhibitors

Gross revenue

Trailers

Syndication

Programming

Payola

Jingle

Ad campaign

Skills

Define entertainment marketing.

Explain the economics of entertainment marketing.

Explain the types of ownership in the entertainment industry.

Identify types of entertainment products.

Explain why marketing is involved in entertainment product development.

Explain entertainment brand identity, brand marks, and trademarks.

Define gross profit and net profit.

Identify different pricing goals.

Resources

Standards

CRP.K-12.CRP6.1	Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
CRP.K-12.CRP7.1	Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.
PFL.9.1.12.D.8	Explain how government and independent financial services and products are used to achieve personal financial goals.
PFL.9.1.12.D.10	Differentiate among various investment products and savings vehicles and how to use them most effectively.