

Title Slide

Student Name | Course | Tutor's Name





Contents

- Include bullet points of what your presentation will include

Before the course

- Before the programme, my career goal was to...
- This is because...
- This idea came from...

On this slide, students should talk about what their career goals and expectations of the course before joining the programme.



Career choice now

- Since attending the programme, I now believe that a career in ___ is right for me
- This is because....

Here, students should explain if their career choices have changed/stayed the same since the programme and explain what has influenced this





Highlights

- My highlights from the industry visits and guest speakers were...
- They taught me that...

Students should reflect on the industry visits and guest speakers and talk about how it's influenced their understanding of their career choices



Career skills workshops

- In the career skills workshops I learnt...

Students should talk about the career skills sessions and what they have learnt from them



Immerse 5Cs

- Throughout the course, I have grown in the following skills...

Project

Students should showcase the project they have been working on throughout the programme. To know what students are expected to demonstrate, please view the FEEDBACK FRAMEWORK and view the Skills objective. Tutors should assign a project that ensure students can demonstrate this skill.

Criteria	Advancing: Exceeds expectations in all aspects	Expanding: Meets and occasionally exceeds expectations.	Demonstrating: Consistently meets expectations.	Developing: Shows potential but needs improvement.	Emerging: Falls short of expectations and requires significant development.	How will this be assessed?
Skills: To be able to create a marketing strategy tailored to the entertainment industry, including awareness of digital marketing campaigns, branding initiatives, event promotions, and social media content creation.	Student demonstrates exceptional proficiency in creating comprehensive marketing strategies tailored to the entertainment industry.	Student consistently creates effective marketing strategies tailored to the entertainment industry, occasionally exceeding expectations.	Student consistently demonstrates proficiency in creating comprehensive marketing strategies tailored to the entertainment industry.	Student shows potential in creating comprehensive marketing strategies tailored to the entertainment industry but needs improvement in some areas.	Student falls short of expectations in creating comprehensive marketing strategies tailored to the entertainment industry and requires significant development.	Evidenced in final presentation.
Knowledge: To know the fundamental principles and theories underlying marketing and entertainment, including consumer behaviour analysis, market research methodologies, and the role of public relations in shaping brand perceptions.	Student possesses an exceptional understanding of the fundamental principles and theories underlying marketing and entertainment, demonstrating insights beyond the course material.	Student demonstrates a deep understanding of the fundamental principles and theories underlying marketing and entertainment, meeting and occasionally exceeding expectations.	Student possesses a solid understanding of the fundamental principles and theories underlying marketing and entertainment.	Student shows potential in understanding the fundamental principles and theories underlying marketing and entertainment but needs improvement in some areas.	Student falls short of expectations in understanding the fundamental principles and theories underlying marketing and entertainment and requires significant development.	Evidenced in final quiz.
Understanding: To understand the interplay between marketing strategies and the success of entertainment ventures.	Student demonstrates a nuanced understanding of the interplay between marketing strategies and the success of entertainment ventures, consistently recognizing ethical considerations and societal impacts.	Student develops a nuanced understanding of the interplay between marketing strategies and the success of entertainment ventures, recognizing ethical considerations and societal impacts.	Student demonstrates a basic understanding of the interplay between marketing strategies and the success of entertainment ventures, with occasional recognition of ethical considerations and societal impacts.	Student shows potential in understanding the interplay between marketing strategies and the success of entertainment ventures but needs improvement in recognizing ethical considerations and societal impacts.	Student falls short of expectations in understanding the interplay between marketing strategies and the success of entertainment ventures, and requires significant development in recognizing ethical considerations and societal impacts.	Evidenced in final presentation and quiz.

Project

Criteria	Learning outcome
<p>Skills: To be able to create a marketing strategy tailored to the entertainment industry, including awareness of digital marketing campaigns, branding initiatives, event promotions, and social media content creation.</p>	



Project:

Students will create a marketing strategy for a concert for an emerging pop artist. The event will take place at the AO arena in 3 months time. Students must include a brand kit, social and email marketing strategy and any relevant promotions. Students should explain their reasoning for their strategy. They will show their project in 3 slides as part of their final presentations.

Closing slide

Students can say thank you to their audience here and open the floor to questions.

