

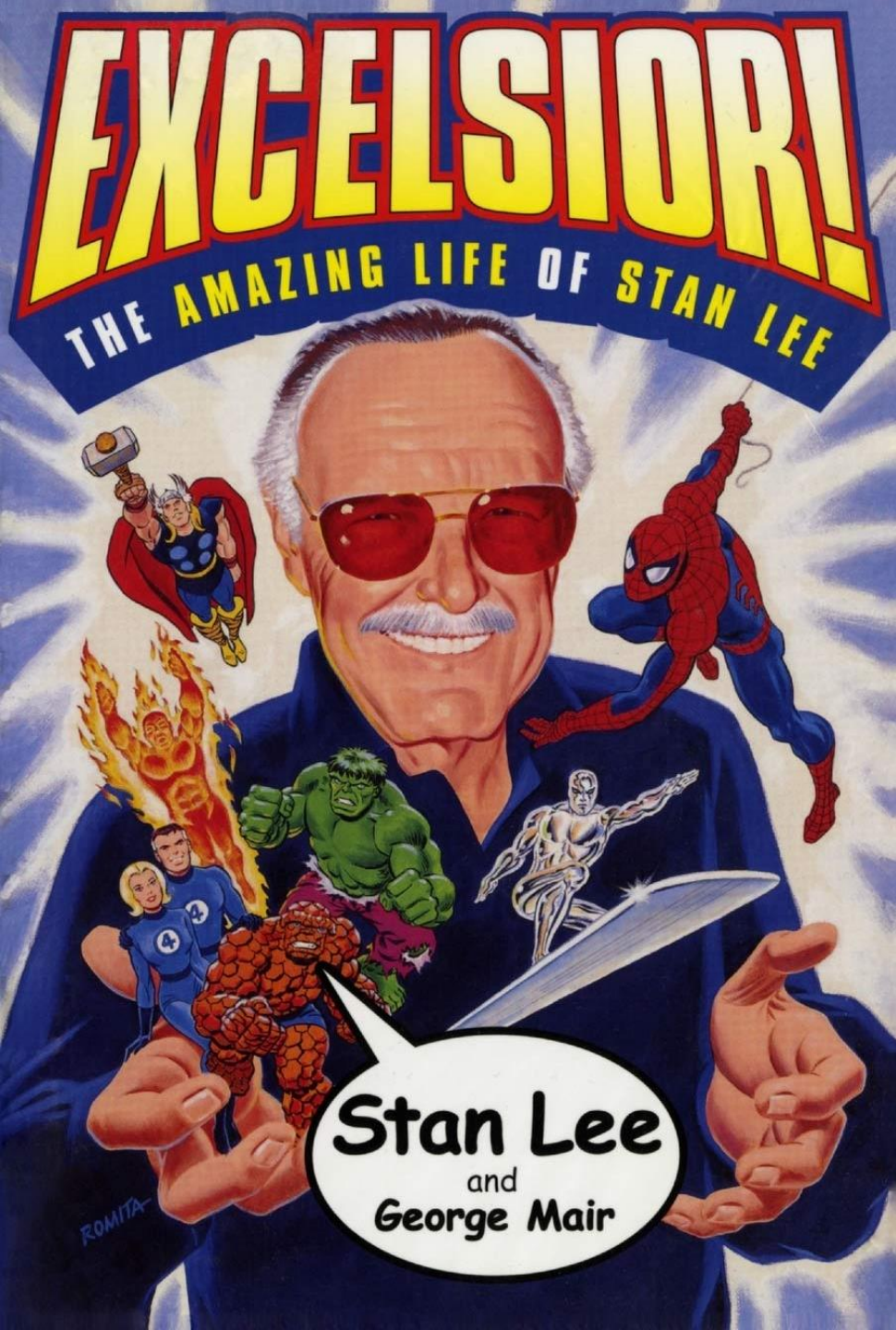


- Skylar York

What is MARVEL Studios?



- MARVEL Studios big contender in the superhero franchise
- Known for the MCU (MARVEL cinematic universe)
- Known for it's heroes like Spider-Man, Iron Man, Captain America, and many more
- Owned by the Walt Disney company



History of MARVEL

- Started in 1939 by Martin Goodman
 - First known as Timely Comics
- Marvel Comics no. 1 was the first ever MARVEL comic it introduced The Human Torch and Namor
- Stan Lee and Jack Kirby was commissioned in the 1960s
 - First theatrical movie was Howard the Duck (1986)

What do they sell and how do they promote it?

- Funko Pops, Lego Sets, Action figures, and more
- Main distributor of toys/statues MARVEL Legends
- Use the MARVEL main Facebook, Twitter, YouTube, and Twitch profiles to promote products
- New item comes out ads are put onto different YouTube/Twitch channels to promote the product
- Livestreams are held to show what the product does



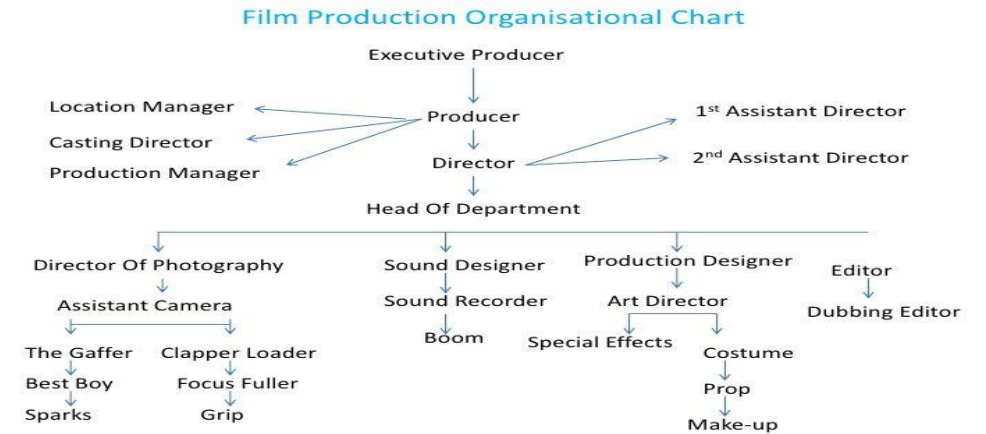
What is their social responsibility, mission statement, and goals? (or in this case what is their...)

- Mission statement: “to have a vision as far-reaching as their stories, they want to expand their legends like Thor and The X-men to the point they resonate with past, current, and future generations”
- Goals:
 - Brining in Spider-man and the X-men into the MCU
 - When first starting wanting to successfully setup an AVENGERS movie
- Social Responsibility: MARVEL STUDIOS Hero Acts charity
 - Charity meant to raised money for kids with serious diseases
 - Announced by Sebastian Stan, Paul Bettany and Karen Gillan



How is MARVEL structured?

- Subsidiary of the Walt Disney company
- Top management: Board of Directors and Disney
- Middle management: Kevin Feige (CEO)
 - Supervisor management: Directors/Producers
- Frontline workers: Actors, makeup artists, sound technician, film editors, etc.



MARVEL's SWOT Analysis

Strengths

- Always challenging the formula
- Picking people who understand the characters to direct the films
- Having the budget to make their movies the best they can be

Weaknesses

- MARVEL universe is very big so if you miss something you won't understand everything
- MARVEL Studios doesn't own all of their characters



Opportunities

- Comics and movies are a huge market and science fiction is very popular
- Females are starting to become a large portion of comic book sales
- MARVEL was able to put Spider-Man into the MCU by making a deal with Sony

Threats

- Being owned by Disney may limit what MARVEL is able to do in their movies
- Independent comics are gaining a large following
- DC Comics is making a comeback with their movies and comics

Job postings and what's expected

- DisneyCareers.com is the main job listing website for MARVEL
- Job: Art Director for MARVEL Animation
- Experience required: College degree or equivalent work experience (5-7 years)
- Wanting the best of the best
- Preferred qualifications: Positive attitude with the ability to be flexible
- Wants to provide a positive work environment
- Would I apply for MARVEL Studios:
While I wouldn't apply for the Art Director job, I would apply for something else like IT professional



Link to job offer: <https://jobs.disneycareers.com/job/burbank/art-director-marvel-animation/391/17505544272>



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The Avengers will return