

SAMPLE VIDEO CONTENT

What happens after a marketing degree? (8:39)

<https://www.youtube.com/watch?v=VsaSVrkxkm4>

Topic: Recent marketing graduates discuss their career and marketing studies.
Use: Intro to marketing courses

Fody Foods: Being Close to the customer (2:42)

<https://www.youtube.com/watch?v=ojGRBAJnhlc&t=2s>

Topic: Steve Singer, CEO of Fody Foods and case protagonist, discusses issues tackled in the Fody Foods case.
Use: Supporting content for Fody Foods: Eating Life to the Fullest
1 of 8 supporting videos produced for the case

What makes Runza unique? (2:09)

<https://www.youtube.com/watch?v=HdyvGgDcEEg>

Topic: Becky Parrett, Director of Marketing Runza and co-case protagonist, discusses uniqueness of the brand.
Use: Supporting content for Runza: From Nebraska Icon to National and International Brand case.

Chilli Beans: CEO thoughts on why so many customers love Chilli Beans (2:14)

<https://mediahub.unl.edu/media/21072>

Topic: Caito Maia, CEO of Chilli Beans and case protagonist shares his views on why so many customers love the brand.
Use: Supporting content for Chilli Beans: Peace, Love and Sunglasses case.
1 of 6 supporting videos produced for the case.

Club Sportif MAA: Members and passion (3:08)

<https://www.youtube.com/watch?v=S7mIeBWL4Zg&t=25s>

Topic: Pierre Blanchet, General Manager of Club MAA and case protagonist, discusses the value of passionate customers.
Use: Supporting content for Club Sportiff MAA: Staying Ahead of the Game
1 of 8 supporting videos produced for the case.

Intelligent Avionics: What happened after the case? (2:14)

<https://www.youtube.com/watch?v=S7mIeBWL4Zg&t=25s>

- Topic: Rob Britton, case protagonist of Intelligent Avionics and Georgetown University professor discusses the aftermath of the decision point in the case.
- Use: Supporting content for Intelligent Avionics: Breaking into the Inflight Entertainment Industry case.
1 of 3 supporting videos produced for the case.

Dancing with the Stars: How much is a social media influencer worth? (6:51)

<https://www.youtube.com/watch?v=RUC4xT4HWjs&t=200s>

- Topic: Julien Boucher, Digital Media Supervisor at Media Experts, discusses how to evaluate the value of Denitsa Ikonomova's social media influence.
- Use: Supporting content for Dancing with the Stars: Denitsa Ikonomova case.
1 of 2 supporting videos produced for the case.

The convergence of data science and marketing (9:37)

<https://www.youtube.com/watch?v=6Ctqm1g0STo&t=13s>

- Topic: Interview with Julie Courtemanche, Vice President Media Director Cossette Media
- Use: Online discussions (Canvas)
1 of 3 videos produced related to advertising.

Branding tech, apps, and software (4:01)

<https://www.youtube.com/watch?v=0cZWUq-Sqdo&t=3s>

- Topic: Interview with Tom Beakbane, Beakbane Brand Strategies and Communications
- Use: Online discussions (Canvas)
1 of 4 videos produced related to branding.