



# The Latest Marketing News

*Provided by your Specialist for Marketing and Related Clusters – Sharon Acuff*

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This newsletter is meant to give you news and information from the Marketing program area.

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## NETFLIX DOCUMENTARY – THE SOCIAL DILEMMA - AIRED SEPTEMBER 9

Netflix recently created a documentary showing the power social media has on its users. Have you seen it yet? The story is told from the perspective of former employees of big companies like Facebook, Google, Instagram, Twitter, Pinterest, and more.

A 21-question quiz is created by StuKent that you can assign to your students as homework while they watch the documentary.

**[--> Download the 21-question quiz here <--](#)**

Need some more information on "The Social Dilemma"? Watch the [trailer](#).

## REACHANDTEACH ROCKS

This tool can provide weekly live interviews (that are also recorded for use anytime) with marketing professional in a variety of field. Each interview also has a worksheet attached. This is FREE. Check it out! <https://www.reachandteach.rocks/virtual-interview-series>

## WHAT IDEAS DO YOU HAVE TO IMPROVE YOUR FAVORITE SPORT?

Professional sports have returned after a long pause, making it a good time to consider: Does your favorite game need a reboot or makeover?

What's your favorite sport — to play or watch? What about the game do you find most compelling? The strategy? The uniforms? The history?

Despite your love, are there any things that irritate you about the game as it is presently played? Are games too long? Rules too confusing? Is there too much or too little scoring? Is the game not adapting to these modern times and a new generation of fans?

What ideas do you have to make your favorite sport even more fun, exciting or successful?

In "[Sports Have Been on Pause. It's Time for a Reboot.](#)" the Times Sports desk reconsiders the health of professional sports and offers a plethora of ideas to improve them. Here are excerpts from their recommendations for baseball, football, basketball and soccer:

### **In M.L.B.**

#### **Speed up the game, but for real.**

Eliminate mound visits. Reduce warm-up pitches. Stick to two-minute gaps between innings. Keep batters in the box and pitchers on the mound.

**If you own a team that finishes last in the division three years in a row, you and your family must divest entirely.**

But the team stays put.

#### **Encourage bat flips.**

There is nothing in the rulebook prohibiting bat flips and fist pumps — just your grandfather's old-fashioned sense of decorum.

### **In Pro Basketball**

**You wouldn't cut away from the climax of a movie, so why keep doing it during a big game?**

More than other major sports, the N.B.A.'s drama is mostly found in the final two minutes — a span that can take 20 minutes in real time. The N.B.A. is addressing this, slowly, by limiting late timeouts. But keep the cameras rolling, and the audience in the arena, with no commercials.

## **What's more thrilling than a 3-pointer? How about a 4-pointer?**

Players like Damian Lillard and Stephen Curry have stretched the floor and the imagination by being efficient scorers from beyond 30 feet. Reward them.

## **Make “posterize” more than a metaphor.**

Players dunked on memorably must be made into actual posters, to be handed out to children at the next game.

## **In the N.F.L.**

### **Get serious about helmet technology and brain injuries.**

Every shot to (and from) the head must be penalized — even “accidental” ones — until they're rare. And it's long past time that the N.F.L., which admits to the game's damaging effects on brains, invests fully in a moonshot-type reimagining of the helmet. The hard shell was designed decades ago to prevent skull fractures, not concussions. Go full marshmallow?

## **In Soccer**

### **Stop letting men's soccer run women's soccer.**

There is no reason for women's soccer, a sport experiencing its boom in the 21st century, to adopt structures and rules created by men in the Victorian era. Want to tweak some rules? Go for it. Want to have continental superleagues, as they do in European basketball and the N.B.A.? Go for that, too. Then create a global club championship for the top teams in each league.

### **Students, read the entire article, then tell us:**

- 1. What's your reaction to the article and its many recommendations — ranging from the creative and daring to the practical and the silly? Which improvement offered by Times writers would you most like to see come to true? Which of the proposed changes do you disagree with and think might hurt the game? Explain why.
- 2. Before making your own bold proposals, what is your favorite sport to play or watch? What draws you to the game? Which aspects do you find most compelling?
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- 3. Next, diagnose your most beloved sport: What, if any, are the weaknesses of the game in its current form? Do you see any obstacles to its long-term success and health? For example, is it too long? Too slow? Not enough scoring? Too much scoring? Does it require too many people or too much equipment to play? Is it too dangerous or too expensive? Is it turning off younger fans?
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- 4. Now, how you would fix your favorite sport: What bold, wild or even fanciful changes would you propose? Share at least two ideas and explain why you think they will improve the sport.

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- 5. Finally, how hard would it be to put your changes in place? What might be the drawbacks or unintended consequences of your game changes? How might purists or other critics respond to your proposals? What would you say to persuade them to join your side?

## 2<sup>ND</sup> CASE STUDY RELEASED

Attached is the second in a series of 10 case studies being created for your use as classroom activities, preparation for competitive events – however you think it will fit your needs. This Case Study topic is Selling and contains selling performance indicators. If you miss any of the cases, they are being posted on the website. Don't forget the password to the teacher pages is: TeachVA. <https://www.vadeca.org/classroom-resources>

## ETHICS-RELATED MODULES – DOWNLOAD FOR FREE

### Discover More Resources

**Download 58 LAPS, 14 ethics-related modules and a course guide for free.**

Materials for teaching ethics and ethical decision-making are available through MBAResearch and the generous support of the [Daniels Fund](#).

1. Click to [access for free](#).
2. Enter your email to begin the survey.
3. At the end of the survey, copy the code and paste in the Download Code box on the original survey page.
4. Your free materials will be emailed to you instantly.

Click [here](#) to see the contents of the bundle. Do not add to the cart, but click "Access for Free."

## DLC INSTRUCTIONAL AREAS RELEASED

Instructional Areas for District competitive events have been released. Note: there are different instructional areas for in-person conferences and virtual conferences. Be sure to look at the correct column on the document. ALSO – If your district is doing one role play it will be Role Play #1 listed.

<https://www.decadirect.org/2020/10/01/2020-2021-district-event-instructional-areas-announced/>

## PREPARING FOR WORK AFTER THE PANDEMIC

The 2020 pandemic is expected to have a lasting impact on the job market. By taking a look at the future now, you can start preparing for the next phase of your life after school.

### Trends and Facts

According to CNN.com, a huge shift is occurring in favor of remote work, even after a COVID-19 vaccine is in place. More than two-thirds (68%) of large companies plan to downsize their workspace. The pandemic is proving that employees don't need to work in a company building to be

productive.

A survey from accounting firm KPMG shows 80% of business leaders have stepped up their digital expansion plans during the lockdown.

A Brookings Institute study reported by Money.com shows that about half of U.S. employees worked from home during the COVID-19 shutdowns. Many companies, including Facebook, Google, Twitter and Morgan Stanley, plan to continue allowing some staffers to telework, even after a vaccine is available and the health crisis is over.

**How will work changes caused by the pandemic affect you?** Virtual work occurs today in occupations that once would have seemed impossible to blend into an online environment. Depending on your career pathway, you may work remotely in the future.

Take the medical field, for example, where a computer or smartphone makes it possible for medical professionals to treat patients whenever needed and wherever the patient is located. You, or someone you know, may have had a telemedicine follow-up visit with your physician, physician's assistant, or nurse practitioner recently.

**New fields of work may open up in your pathway.** Start researching now the telework in your career field, so you can prepare while in school. Many opportunities that you may never have thought about are available currently or will open up. Stay on top of what is happening.

**Your team may be an online group.** You may interact in the same physical space with your team weekly, monthly, or quarterly, instead of daily. Other interactions will be online.

**Networking is more important than ever.** Your network has always been extremely important in finding a job, and it's more important now than ever. Start building your network while you are in school. Find ways to meet professionals in your career pathway, such as attending meetings of a local group in your field. Talk to these professionals, seek their advice about the future. People want to help you. Let them.

**Action:** Brainstorm with yourself or others how remote work might fit with your career. If you are in a trades career, what virtual skills do you need to develop? Can you examine customers' smartphone photos and discuss project requirements and budgets remotely? Can you order materials and supplies online?

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## ARE YOU AN ENTREPRENEUR OR A SOLOPRENEUR?

I could have also titled this, "Stop Doing What You Are Not Good At And Become An Entrepreneur."

This article essentially continues on from my recent Forbes Coaching Council articles. It's the third part of a series around building a successful online [business](#) and a powerful personal [brand](#) and some of the pitfalls to avoid when moving through these processes.

Here I'll cover the five tell-tale actions that mark you as a solopreneur and how you can shift these aspects into being an entrepreneur.

In my role as a business, life, and entrepreneurial coach and reflecting on my journey to now having created an eight-plus-figure business, I can honestly say that I have seen so many of my clients who

are solopreneurs. You may be new to that term. In my opinion, that's the polite term for the more commonly used "control freak" or "roost-ruler."

And I admit frankly to having been one of these people — until I saw the benefits to my own self-growth and that of my businesses, of releasing myself from those aspects of the enterprise-building that I simply was not particularly good at managing and executing. As your business grows, so do the responsibilities and tasks, and it is simply not possible to take on all of this work on your own.

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## **SIX THINGS MARKETERS NEED TO UNDERSTAND ABOUT DTC MARKETING**

As brick-and-mortar retail has winnowed to bare existence, direct-to-consumer (DTC) marketing is emerging as both a need and an opportunity. Consumer shopping behaviors have shifted as the quarantine and stay-at-home orders have stretched from weeks to months.

The reduction of access to retail shopping along with consumer hesitancy has forced brands to explore new methods to reach consumers relying on and leveraging the internet to extend their reach. DTC marketing strategies are becoming a pre-emptive move against potential future market disruption, as well as a real-time need for revenue generation.

However, successful DTC marketing requires more than throwing money at advertising to see what sticks. The following points are crucial to a successful DTC marketing strategy.

- You have to consider the complete path to purchase.
- It takes time and effort to ramp up.
- Think it through, and validate your winning formula.
- Know the territory your brand or product is entering.
- Understand, and be realistic about, the existing demand for your product.
- Don't fall into the trap of thinking that you're 'so much better' than the competition.

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## **THE NFL AND NBA PLAY INTO DISNEY'S HANDS**

With ratings down in both the NFL and NBA, Disney sees an opening for cheaper contracts on the horizon.

Thus far into the NFL's return, viewership for America's most-watched sport is significantly down. While regional games are holding at levels seen last year, the big games that draw in national audiences are hurting badly. In Week 1 alone, Steelers versus Giants was down 21% year-to-year for the early starter on ESPN. Sunday Night Football dropped 16%. Monday Night Football dropped an incredible 38% year-to-year.

A similar story is unfolding with the NBA — the league that is currently bubbled up in Walt Disney World, playing all their games at the Wide World of Sports complex. Basketball is seeing viewership down somewhere in the neighborhood of 30% from last postseason to this postseason. And amazingly, it's down about 40% from just two years ago. In other words, the NBA has lost nearly half its audience in a couple of years.

Now you might think the front offices of these leagues are stressed significantly trying to stop the bleeding. You'd be right. However, if you think for a second this is bothering the Disney Company,

you're off the mark. You see, although viewers are dropping for live sports on ABC and ESPN, everything is working out perfectly for Chapek.

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## WHAT ARE THE BIGGEST TRENDS IN DIGITAL MARKETING AND E-COMMERCE?

In an era where technology has surrounded us in all places, competition is on the constant rise. It is not easy to maintain a digital business if certain trends are not being followed, especially if digital experts are not aiming for the development of their content and service they offer.

Due to the pandemic situation, people chose to do shopping from the comforts of their homes and spend more time using smart devices. During that time, influencers and brand managers who work via platforms like Instagram could have transformed their content and create brilliant product strategies.

Do read: [E-commerce Emerges as Winner from COVID-19 Turmoil](#)

However, to be successful in any type of digital business, it is crucial to know what the bigger picture will be – how will the products be presented, who will advertise them, what design will be used and so on. That is why digital and social media experts need to focus on trending topics and styles, not just taking photos as many may believe.

Here are some of the most popular trends that marketing and e-commerce experts have implemented in their digital businesses:

- Pay-per-click
- Visual identity
- Customer and user experience
- Transparency
- Content marketing
- Sustainability
- More ways to pay

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## QUOTABLE QUOTE

Persistence is what makes the impossible possible, the possible likely, and the likely definite.