

The Latest Marketing News



Provided by your Marketing Specialist – 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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HONOR SOCIETY APPLICATIONS REMINDERS

Reminders:

- Requires official transcript through last school year and one letter of recommendation
- Student's name must be listed on the advisor verification form and appropriate signatures obtained (this takes the place of a letter of recommendation from you)
- Mail all documents (advisor verification form, transcripts, and letters of recommendation) for your school's applications in one chapter package (Do not have students send transcripts and recommendation letters separately)
- Due January 27, 2012.

CALL FOR EXAMPLES OF BEST PRACTICES OF VIRGINIA'S 16 CAREER CLUSTERS

See Superintendent's Memo 330-11 at [Call for Examples of Best Practices of Virginia's 16 Career Clusters](#) . We have many wonderful programs in the marketing and hospitality and tourism clusters. Look over the information and consider making application to showcase "best practices" in your program.

2012 MBA CONCLAVE

MAX Value for MBA Conclave:

http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&task=view&id=1008&Itemid=347

- [Save 30%](#) when you bring a team from your school or school district.
- We'll buy your ticket for *The Celebration* when you register by April 15. (*The Celebration* has become a major Conclave feature! Nearly everyone goes.)

- Learn what's coming down the road for CTE generally and business/marketing specifically. You'll have opportunities to learn about national accreditation of local Business Administration programs (NEW), *High School of Business*, end-of-program assessments, certification options, program-of-study models, new course guides, Executive Advisory Network, MBA Learning Center (online for you and your students), and more.
- We'll pay you \$100 cash if you sponsor a first-timer. You register. They register AND put your name as their sponsor. You get the cash to do with as you wish: keep it, share it, donate it. Your call. One string: If first-timer is part of a team discount, your finder's fee is \$50.
- We'll pay you to present. Earn \$100 - \$350 depending on the type of session you offer. (Hurry. There are only so many opportunities.)
- Take advantage of pre-conference workshops that offer in-depth, hands-on opportunities to learn about new technologies and much more. Workshops are a very inexpensive way to add huge value to your total Conclave experience.
- Plan ahead for best use of your time. We'll post the complete sessions schedule in late May. You'll have time to review all the different offerings in each time slot and decide which ones best meet your needs.
- Get handouts and PowerPoints from all sessions at no additional cost. Since you can only choose one session in any given hour, we'll make all presenters' materials available online within days following the conference.
- Get graduate credit offered by accredited colleges and universities. No added fee. You simply pay what the college charges, and we'll provide the documentation at no cost.
- Get documentation for your continuing education credits (CEU). We document your participation in each session and send you a printout a couple of weeks following the conference.
- Find dozens of sessions and workshops designed specifically for Business Administration educators who focus on entrepreneurship, finance, hospitality/tourism, management/administration, and marketing. It's like paying one registration and having access to many different conferences!
- Rub shoulders with the nation's leading business/marketing educators. You'll meet national leaders, state leaders, state association leaders, and a couple hundred of the very best high school and college business faculty that our nation has to offer.
- MOST IMPORTANT: Read the reviews. There's a reason that the MBA Conclave Curriculum and Teaching Conference is the first choice among business administration educators who've been there.

NEW DESIGN AND NAVIGATION FOR YOUTUBE

What is the "deeper change" heralded by the change in YouTube's design and navigation? The world's largest video-sharing Web site introduced a new design this month, unleashing a wave of anger in blogs and online forums. It's visible on YouTube itself, where a [video](#) explaining the changes has received more than three times as many dislikes as likes, and many of the attached comments couldn't be published in a newspaper.

Who the following article to answer the questions below: <http://www.nytimes.com/2011/12/14/arts/television/youtube-redesign-herds-those-funny-cats.html>

WHO is Rebecca Black?

WHAT is the "deeper change" heralded by the change in YouTube's design and navigation?

WHAT are the purposes of the changes?

WHERE are the top viral videos located in the new YouTube version?

WHEN was YouTube created?

WHY was the new design developed?

HOW have users responded to the new look and feel of YouTube?

THE BIGGEST TECH FAILS AND FLOPS OF 2011

If you like train wrecks, 2011 was a fascinating year in personal technology. From unpopular tablets to security blunders to bad management, failures and flops seemed to be the rule, not the exception. Here are 2011's biggest tech blunders. *(this is a slide presentation)*

See the Slide Presentation at http://www.pcworld.com/article/246155/the_biggest_tech_fails_and_flops_of_2011.html

Thoughts . . .

It's not a failure if we learn from it. Well, do you think they did?

BOTH SIDES BENEFIT IN NBA-UNDER ARMOUR DEAL

Under Armour announced its first official sponsorship deal with the NBA on Monday. The addition of the fast-growing athletic company is good news for the league as it tries to patch up relationships with corporate sponsors after the lockout that threatened to wipe out the 2011-12 regular season.

Under the multiyear deal, Under Armour can show NBA endorsers Brandon Jennings of the Milwaukee Bucks, Derrick Williams of the Minnesota Timberwolves, Kemba Walker of the Charlotte Bobcats and Greivis Vasquez of the Memphis Grizzlies wearing their NBA uniforms in advertising and promotional efforts.

Previously, Under Armour endorsers could wear their shoes on NBA courts but were not allowed to don uniforms in marketing campaigns promoting UA's new basketball footwear line.

Despite its late start, Under Armour sees growth opportunity in the \$2 billion basketball sneaker market dominated by Nike and Adidas. UA and the NBA declined to comment on terms of the contract.

The good news for the NBA? The league has not lost any corporate partners on Madison Avenue because of the lockout, spokesman Carmine Tiso said.

Read more at <http://msn.foxsports.com/nba/story/Both-sides-benefit-in-NBAUnder-Armour-deal-99708611>

Thoughts . . .

It has been interesting to follow Under Armour over the years as they take aim at the 500 lb. gorilla in the room. Can they ever overtake Nike? Do they need to in order to be successful?

ARTICLES OF INTEREST

[Target, Wal-Mart, Macy's and Best Buy score top spots for holiday ads](#)

Last year's best holiday commercials may have been touching and poignant, but for 2011, it's all about the laughs. According to the Retail Advertising and Marketing Association's 2011 Favorite Ads survey, more than 30% of consumers said Target had the best holiday television commercial, followed by Wal-Mart, Macy's and Best Buy -- each playing up the humor of the holidays. The best part? 31.7 percent of consumers said [Target](#) had the best holiday television commercial, followed by [Walmart](#) (22.8%), [Macy's](#) (6.7%) and [Best Buy](#) (5.0%). And, nearly two in five said they were actually motivated to shop from a particular retailer because of their commercial. Nearly two in five shoppers said they were actually motivated to shop from a particular retailer because of their commercial. [Watch the ads.](#)

[4 types of shoppers drive holiday sales](#)

Four distinct types of American shoppers have emerged this holiday season, consumer behavior experts say. They are: deal-timing bargain hunters, midnight buyers in search of late-night deals, the remorse-filled returner and the self-gifting "me" shopper.

http://www.stltoday.com/business/national-and-international/holiday-season-marked-by-different-shopper-types/article_752d0e58-1493-53c0-9c32-76d40c878e37.html

[Four Ways to Avoid Brand Suicide](#)

Your brand is everything. It's what people think of when they see you, your logo or one of your products. It's also what can make or break you in business. Are you doing everything you can to protect it?

<http://www.openforum.com/articles/4-ways-to-avoid-brand-suicide?extlink=em-openf-SBdaily>

[Sears to close up to 120 U.S. stores](#)

Sears says it will close up to 120 namesake and Kmart stores and focus resources on better-performing locations, the company said Monday. Same-store sales declined 5.2% in the most recent quarter, the company said, largely on declining sales of appliances, electronics and apparel.

<http://www.reuters.com/article/2011/12/27/us-sears-sales-idUSTRE7BQ0AV20111227>

[Why Brand Image Is So Important to Even the Tiniest Businesses](#)

<http://www.openforum.com/articles/why-brand-image-is-important-to-the-tiniest-of-businesses?extlink=em-openf-SBdaily>

5 Tools Make Big League Websites On a Budget

<http://www.openforum.com/articles/5-tools-make-big-league-websites-on-a-budget?extlink=em-openf-SBdaily>

7 features of a powerfully successful website

Keep in mind your business goals when designing your company's website, Jeff Haden writes. "Every page should drive some type of customer action," he writes. Product pages should be built to drive sales, for example, and the "About Us" page should build their confidence in your business.

http://www.cbsnews.com/8301-505143_162-57344199/put-customers-first-except-on-your-website/

Barbie wins "top import" title

Barbie is the hottest holiday import for the second consecutive year, a testament to the iconic 52-year-old's enduring popularity, according to global trade data company Panjiva. Shipments of Barbie dolls and related products to the U.S. rose 13% over last year.

<http://www.businessweek.com/lifestyle/barbie-wins-contest-for-no-1-holiday-import-12132011.html>

Wendy's, Subway cut prices

Subway's \$5 foot long program has proved perennially popular, but the sandwiches still cost five times as much as the dollar-menu items at many quick service rivals, spurring the addition recently of a \$2 sandwich promotion. Wendy's has also found a way to fight back in the low-priced category, with new W burgers priced just under \$3.

<http://www.qsrmagazine.com/exclusives/wendy-s-subway-slash-prices>

QUOTABLE QUOTE

It's not fortune or fame or worldwide acclaim that makes for true greatness, you'll find; It's the wonderful art of teaching the heart to always be thoughtful and kind!