

DISNEY MARKETING & SALES

Discover the various teams within the Marketing & Sales organization along with their unique go-to-market approach. Through actual project examples, gain a deeper understanding of how we maintain customer loyalty by both staying true to our brand and marketing our new Guest experiences.

This series meets for 8 weeks- meeting once per week for two hours per session.

1. Introduction to Disney Exploration Series

- Receive an overview of the Disney Exploration Series
- Explore opportunities to network with presenters and fully participate in each session
- Review Disney's Marketing & Sales organizational structure and how they approach projects
- Identify Walt Disney Parks & Resorts' various target audiences

2. VISION: Strategy

- Set marketing and sales channel strategies to achieve business and branding goals
- Oversee the "BIG" picture which includes: consumer communication, positioning the product, & driving business
- Setting a vision for opportunities such as a new product launch or new market share

3. EXPLORE: Consumer Insights, Analytics, & Customer Managed Relationships

- Recognize the behaviors, attitudes & motivations of our Guests and how their expectations can drive our marketing efforts
- Customize marketing to enable and grow a relationship with the Guest
- Understand the impact of the investment we make in marketing every year

4. LEAP: Yellow Shoes & Content Development

- Communicate/market the Disney brand experience to the consumer across multiple platforms including television, print, radio, digital, & social
- Responsible for developing comprehensive strategy and creative development of integrated campaigns
- This is where production lives: Producers and storytellers collaborate to create engaging and entertaining content

5. STRETCH: Digital & Promotions

- Responsible for facilitating digital innovation and engagement for the Global Marketing organization
- Work closely with brand partners to design all Park Destination websites
- Develop and execute marketing initiatives leveraging third party partners including national promotions and synergy relations

6. IGNITE: Public Relations & Special Events

- Generate positive exposure in news and editorial media
- Develop and maintain relationships with media and celebrities
- Create unique one-time and annual experiences to delight our Guest with special content, maximize profitability, and give them to reasons to return time and time again

7. Integrated Communication Plan

- Exclusive insight to actual ICP presented to executive leadership
- Apply all marketing concepts from previous weeks in a real-world case study

8. Disney Exploration Series Closing Session

- Debrief on the overall Disney Exploration Series experience
- Disney Marketing & Sales leaders from various levels and departments come out for a final panel discussion about the industry and future career advice

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