



OaklandSchools



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present

The Marketing High School

This nationwide online business marketing curriculum incorporates lectures, podcasts and materials that bring the impact of marketing and advertising to life in your classroom. Our course work includes a capstone project based on America's biggest marketing & advertising event, the Super Bowl.

CURRICULUM COMPONENTS:

Web based Curriculum on TheMarketingHighSchool.org

The Marketing High School gives students and faculty contemporary "hands-on" immediate information regarding the ever changing worlds of marketing and advertising. The Marketing High School provides innovative learning opportunities for business and marketing faculty and students to enable them to compete in the fast-paced environments of business and marketing today. The Marketing High School also provides:

- A *Super Bowl* capstone project for students
- Exciting hands-on, real-life marketing projects

Podcasts

Each 10 to 15 minute podcast will highlight the marketing and advertising events of the week with supporting classroom materials.

Mike-roscope Newsletter

The *Scope* is an advertising and marketing newsletter published by Professor Bernacchi. In its 17th year of publication, 65-75 issues are available yearly. The Mike-roscope applies marketing to every imaginable and contemporary issue.

Economic and Advertising Modules

These modules ranging from 10-25 minutes are presented by Professor Mike Bernacchi of the University of Detroit Mercy, Oakland Schools and Immersive Engineering. They provide an online educational program about the economy and advertising with resource materials for classroom teachers.

- **Module 1: The Domestic Marketplace** - The two measures that best describe any country are its population and gross domestic product. This module using data from the *U.S. Census Bureau* and the *Bureau of Labor Statistics* goes a long way to determining who we are.
- **Module 2: The Global Marketplace** - This module details the biggest countries in the world by their areas, populations, GDPs and per capita GDPs. This module focuses on the world's biggest industrialized economies including the three most populous nations in the world and their economies, China, India and the U.S.
- **Module 3: The Advertising Marketplace** - In this module students learn about the "world" of advertising expenditures. It speaks of ad dollars in the U.S. and throughout the rest of the world.
- **Module 4: The Relationship Between Market Share and Ad Spending** - This module explains the great difference among various consumer market industries in the U.S. using their concentrations of market size, their ad spending and the relationship between them.
- **Module 5: The Marketplace of Religion** - With the world's changing population there is no greater adjunct change than the fluid nature of the various segments of religion in the world. To be successful partners in the world as well as buyers and sellers we must be connected to the world of religion and the different markets that each segment presents to us.

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The Super Bowl Ad Nauseam Modules

Professor Mike Bernacchi of the University of Detroit Mercy, Oakland Schools and Immersive Engineering provides a series of brief lectures about the *Super Bowl*, its ads, its impact and its value as a cultural, economic and advertising / marketing phenomena. Each lecture is accompanied by teacher resource guides and classroom materials.

- **Module 6: Brief and Asymmetrical History of the Super Bowl** - This lecture discusses the birth and growth of the *Super Bowl* as THE sporting and entertainment event in America and its stature in America's pop culture.
- **Module 7: The Socio-Cultural and Economic Impact of the Super Bowl** - This module focuses on the socio - cultural - economic impact of the *Super Bowl*. Its domestic and global importance are featured issues.
- **Module 8: Brief and Asymmetrical History of Super Bowl Ads** - This lecture takes its listeners from *Super Bowl I* to *Super Bowl XLI* and beyond. (In 2005, we contributed to a brief *Sports Illustrated* article about *Super Bowl* ads.)
- **Module 9: The Super Bowl Adflation Chart** - The cost of 30-second *Super Bowl* commercials are discussed in the "eye popping" Super Bowl Adflation Chart presentation. It answers the intriguing question of "What would things cost today if their prices had increased at the same rate as have *Super Bowl* ad prices have since 1967?" This chart was highlighted in *TV Guide's Super Bowl* issue of 2006.
- **Module 10: The Super Bowl Bibliography** - This module is a bibliography of sorts regarding the *Super Bowl*. Its resources range from a scholarly work about the early days of the NFL long before the first *Super Bowl*, to the glitz, sizzle, fizz and pop of the *Super Bowl* game day program.
- **Module 11: The Ad Tutorial** - This module is a "hands on" module that teaches faculty and students alike how to simply rate TV commercials. It is an easy guide to evaluating TV commercials including the *Super Bowl*.

Super Bowl Survey

Participants will watch the *Super Bowl* and rate the network *Super Bowl* ads that appear throughout the game. Upon completion of the game, students will enter their results into an online survey at www.TheMarketingHighSchool.org.

Pizza, Pop, Pretzel & Press Party

From noon to 1:00 PM on Water Cooler Monday (February 4, 2008) *Super Bowl* Ad Nauseam's survey results will be announced and compared to those of *USA Today's* "Ad Meter."

Research Paper Contest

All students who participate in *Super Bowl XLII's* Survey will be eligible to compete in a research paper contest approximately a month after the *Super Bowl*. In the recent past, iPods have been awarded to winners.

For more information, contact:

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