

Gina Valentine

2017 Fall Recap Report

Columbia
COLLEGE CHICAGO

AGENDA

1 Introduction, BIO

2 & 3 Developing A Marketing Strategy

4 Industry Professionals, Guest Speakers

5 & 6 Promotional Marketing

7 LIVE Case Studies

8 Corporate Sponsors

9 Industry Professionals, Guest Speakers

INTRODUCTION



Gina Valentine

Gina Valentine is a Chicago native who graduated from Columbia College in Chicago with a B.A. in Marketing.

Currently specializing in Experiential & Entertainment Marketing, Gina is well seasoned with more than 20 years of marketing experience. In addition to numerous corporate promotional contract positions, she has worked with three full-service, advertising agencies.

Her work experience includes National/Regional Management of Events, Sales and Promotions.

Currently, she is an Adjunct Lecturer in the Business & Entrepreneurship department at Columbia College of Chicago.

Thankfully, Gina has just completed her fourth semester lecturing a variety of marketing courses.

Visit www.ginavlantine.com (online portfolio)

SPRING COURSES 2016

Intro to Marketing
Promotional Marketing

FALL COURSES 2016

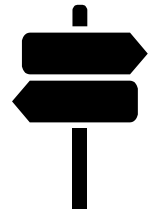
Intro to Marketing
Promotional Marketing

SPRING COURSES 2017

Promotional Marketing
Entertainment Marketing
Developing a Marketing Plan

FALL COURSES 2017

Promotional Marketing
Developing a Marketing Plan



Developing a Marketing Plan

Fall 2017

Course number: 28-3502

Developing a Marketing Plan

This comprehensive course is a 15 week course with a 75 credit hour prerequisite

COURSE DESCRIPTION:

Developing a Marketing Plan taught students to prepare a marketing plan for a specific product or service. Each student learned to build on the foundations learned in their core marketing courses to formulate a strategic marketing plan. This course provided a systematic approach that facilitated the organization of data, development of strategy, alignment of all plan elements, and measurement of marketing ROI. In the end, students were able to develop a comprehensive, real world marketing plan.



STUDENT DEMOGRAPHICS

16 Registered Students
15 Seniors – 1 Junior
Various Majors



STUDENTS SUCCESSFULLY:

- ✓ Identified an established brand with a solid business problem
- ✓ Completed thorough industry and brand research, formulating a research report
- ✓ Formulated a creative strategy brief, using research
- ✓ Finalized a Marketing Strategy (deck), within a 50K budget
- ✓ Learned to work within a group
- ✓ Gained professional presentation skills



The winners of the 50K check with live panel of industry experts

THE FINAL STRATEGY PRESENTATION...

*"Only one team could WIN!"
Each group presented before a **live panel of industry experts**, to win the client business and secure the (fictitious) \$50K check.*

Special Thank You!



Jeff Marsh

Guest Speaker

Director of Marketing, Orbitz



Michael Ferguson

Guest Speaker

Experiential Marketing Strategist &
Creative Director, OmniSource
Events



Larvetta Loftin

Draft Panelist (Critique)

Founder & CEO, The L3 Agency



Freddie Baez

Final, Guest Panelist

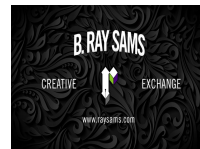
Managing Partner, TCG
Collective



Ray Sams

Final, Guest Panelist

Creative Director &
Marketing Strategist



Taylor Williams

Final, Guest Panelist

Director of Strategy &
Marketing Partnership,
Emmis Communications



Sean Burress

Final, Guest Panelist

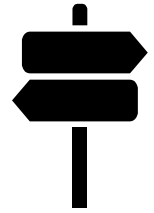
Global Director GMRA,
Baby & Child Care,
Kimberly-Clark



**Using active relationships to secure industry professionals.*

G. Valentine, Lecturer
Fall 2017

Columbia
COLLEGE CHICAGO



Promotional Marketing

Fall 2017

Course number: 28-1501

Promotional Marketing

This is a 15 week comprehensive course

COURSE DESCRIPTION

This course examined the range of techniques available to activate consumers to move from awareness and interest to purchase. In Identifying the motivations behind loyalists, experimenters and switchers, students explored promotional and retail marketing from the perspective of the retailer and manufacturer, as well as the shopper. A variety of retail channels were examined from mega-store to mall, online and actual.



STUDENT DEMOGRAPHICS

24 Registered Students
All Levels
Various Majors



COURSE HIGHLIGHTS

- ✓ *"KIND Snack Breaks"*, including social media engagement
- ✓ *"Free Burrito Blogging"* - (weekly conversations sponsored by Chipotle)
- ✓ Monster Energy Guerilla Truck Sampling
- ✓ *"BAI Blitz Prizes"* and sampling
- ✓ *"Whole Foods Scavenger Hunt"*

Live Case Studies

Completed by students



The client returned from LA Fashion Week with a strong SM buzz. Students pitched to the live client a **new social media campaign**.



SLD has a new partnership with UIC! Students pitched creative **promotional event concepts** to support this new partnership.



PHLI is opening a new retail space in the South Loop. Students pitched **promotional concepts for the Pop-up Shop Grand Opening**.

"My favorite client was ILAVA because it was a client that involved the fashion industry but with a social mission. I personally enjoyed thinking of creative ways to create a connection between the consumer and the working women who were making the clothing"

Alina Gutierrez
Communication Major

"I am very excited to work on this project where we get to create an event focused on brand recognition instead of just sales. I really cannot wait to see what everyone comes up with for this project and to see Tiffany's reactions"

Katherine Savely
Marketing Major

"I really enjoyed learning about what Dave thought would be successful for his pop-up shop. It's not everyday you get to pitch an idea to a business owner and they enjoy your ideas"

Kody Thomas
Marketing Major

Thank You Sponsors!



BAI Drinks
"BAI Blitz Prizes"

- BAI Goodie Bags
- BAI Drinks
- BAI Bandanas!



Monster Energy
"Guierella Sampling"

- Monster Leather Journals
- Monster T-Shirts
- Monster Backpack
- Monster Energy Drinks



Chipotle
"Free Burrito Blogging" (weekly)

- Free Chipotle Meal giftcards
- Chipotle Chap stick
- Chipotle Stickers
- Chipotle Guac Sunblock
- Chipotle Sunglasses



KIND
"Kind Snack Breaks"

- KIND Snacks
- KIND Bars
- KIND T-shirts
- KIND Water Tin
- KIND Book
- KIND Stickers
- KIND Notepad



Special Thank You, Guest Speakers!



Student Feedback, Promotional Marketing



Tina Hernandez
Field Manager, Monster
Energy Drink



Dave Jeff
Owner, PHLI LIFE



Tiffany Flowers
Marketing Director, South Loop
Dental

"We were able to see this (guerilla sampling) in action after class when Tina brought us out to the monster truck"

Sofia Fabiano
Arts Management

"It was cool to see his approach to selling lifestyle products and clothing, and his insights on running his own business was vauable for me"

Zach Avery
Music Business Management Major

"She was so enthusiastic and knowledgeable about South Loop Dental, you can tell she loves it"

Katherine Savely
Marketing Major



Larvetta Loftin
Founder & CEO – The L3 Agency



Rahel Mwitula-Williams
Founder – ILAVA

"In this week's class I found that Larvetta's perspective in the promotional world to be insightful and inspiring. She gave wonderful advice"

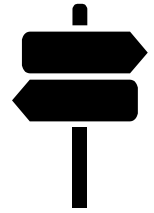
Mahlia Akahoshi.-Nugent
Advertising Major

"Being a Fashion Business major, I enjoyed the ILAVA guest speaker and project the most. I enjoyed researching ways to better market this fashion company"

Ellie Hoge
Fashion Business Major

G. Valentine, Lecturer
Fall 2017

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Thank you!

*Special thank you to BUSE Department: **Monika Jaiswal-Oliver**, Academic Manager & **Chamille Weddington**, BUSE Coordinator for all of your help and support!*