

#GLADEOGRAPHIX PRESENTS

# ENTERTAINMENT MARKETING

THE  
PERSUADER

THE  
CREATOR

THE  
ORGANIZER

Marketing executives for film and TV studios are responsible for developing and implementing marketing, promotions, and PR strategies for upcoming films or upcoming/ongoing TV shows.

## EDUCATION NEEDED

- ✓ Bachelor's degree
- ✓ Master's degree might help career advancement later on in your career
- ✓ Ability to showcase your digital experience and your understanding of the various digital platforms and how to navigate them

## THINGS TO LOOK FOR IN A UNIVERSITY

- ✓ Entertainment marketing curriculum
- ✓ Guest speakers, professors, and alumni with industry knowledge and experience.

## HOW TO LAND YOUR 1ST JOB

Internships are the best but limited



Find any job within the company that you are hoping to one day work at



Network with people in the area you want to be in



Interest in and keen awareness of the studio or network's production slate



<b>\$ SALARY</b>	Starting	\$45,000
	Mid-Career	\$110,000-\$150,00

## ★ TYPES OF TV MARKETING

**DIGITAL MARKETING** Marketing that makes use of electronic devices to engage with consumers and other business partners.

**AFFILIATE MARKETING** Performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

**PRINT** Any promotional marketing that is printed

**ON AIR PROMOTIONS** Like commercials

**INTEGRATED PROMOTIONS** Approach to brand communications where the different modes work together to create a seamless experience for the customer and are presented with a similar tone and style that reinforces the brand's core message.

**MARKETING STRATEGIES** Long-term strategy determined to optimize the allocation of limited resources of an organization on the best opportunities to increase sales and achieve a competitive advantage.

"You're not going to succeed if you're not passionate about the material. Know your audiences. Talk to the public whenever you get the chance."



To learn more about this career, visit

www. **GLADEO** .org

Designed by  
Danny Shin