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Promotional Campaigns in the Entertainment Industry: A Value Added Proposition

The objective of this project is to learn the multiple resources and categories used when using promotional campaigns in the entertainment industry. We will take a look at various marketing tools and media sources such as the internet, television, radio, movie screenings, print advertising, and newspapers. The goal is to understand how each of these categories plays a role individually, that paints the overall picture at the end. The entertainment industry spends \$150 billion dollars a year on expenditure and roughly 120 billion hours of consumed time on marketing (Vogel 1998, p. xvii). The entertainment industry has different sectors of products and services such fine arts, sports, gaming, toys, print media, music, broadcasting, TV and movies. How the entertainment industry uses promotional campaigns in regards to these goods and services will be our overall focus.