

immerse
EDUCATION

Marketing & Entertainment

SYLLABUS OVERVIEW

15-18 YEARS OLD

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EDUCATION

About the Programme

Immerse Education is an award-winning academic summer school provider offering programmes for 15-18-year-olds in Toronto, San Francisco, New York, London, Cambridge, Oxford and Sydney.

These introductory programmes aim to provide participants with academically challenging content in a classroom environment based on the university style of learning. With Career Insights, participants gain the advantage that comes with learning from industry professionals as well as university tutors, through an educational model founded on project-based learning. Through 40 hours of interactive academic sessions combined with practical workshops and industry visits, the Career Insights programme offers students unique and valuable insight into what it would be like to study their chosen subject at an advanced level and apply their knowledge and skills in the real world.

Explore Future Careers

Do you have your sights set on a particular career path? The Career Insights summer programme will introduce you to a world of opportunities in the field, using project-based learning and practical study to enhance your skills and knowledge.

On this unique programme, you will explore real- world issues relating to the context of your chosen subject, working alongside other academically talented participants to innovate and pitch groundbreaking ideas. Interactive workshops and networking events offer you the opportunity to learn from professionals in the business. The Career Insights educational model is designed to support you in finding the career path best suited to your long-term goals and ambitions. Immerse Education has worked with expert guidance counsellors, seasoned educators and experienced career advisors to design the ultimate career preparation course.

Unique Academic Enrichment Programmes





Project Based Sessions

Career Insights lessons are built on the foundation of hands-on learning. We want you not just to retain knowledge, but also to apply your newfound understanding to real-world, practical examples as you develop throughout the programme. Our Project Based sessions are designed for you to have ample opportunity to apply what you are learning to practical tasks, allowing you to further identify gaps in your knowledge and skillset while solidifying your growth and understanding.

Industry Visits

One of the most exciting parts of the Career Insights programme is the unique opportunity for participants to attend inspiring industry visits whereby they can interact and learn from industry professionals in their field of study. Industry visits take learning out of the classroom and into the real world, where students can observe and explore how the skills and knowledge built throughout the programme apply to a career in their subject. This unique aspect of our programme ensures students also gain the chance to network directly with industry professionals who may share with you opportunities you hadn't otherwise envisioned.

Why Get Career Ready?

Every young person needs high-quality career guidance to make informed decisions about their future. Relevant and informative career guidance is necessary for social mobility. Despite the need for quality careers guidance for young people, it is one of the most lacking areas in schools around the world. In 2013, Gatsby introduced the Gatsby Benchmarks which offer useful insight into effective academic models that prepare students for future careers. Immerse Education's Career Insights programme is dedicated to delivering programmes that meet the eight important pillars that make up the Gatsby Benchmarks as outlined below.



A stable careers programme



Encounters with employers and employees



Learning from career and labour market information



Experiences of workplaces



Addressing the needs of each student



Encounters with further and higher education



Linking curriculum learning to careers



Personal guidance



Aim of the Marketing & Entertainment Programme

The Immerse Education Marketing & Entertainment programme embarks on a journey through an industry built on storytelling, strategic branding, and the ever-evolving landscape of consumer behaviour. The principal aim of this programme is to explore the intricate art of marketing and the powerful impact of visual communication. Participants will actively engage with advertising agencies, media production companies, and immersive workshops to unravel the intricate threads that shape the marketing and entertainment industry. By artfully weaving theoretical insights with experiential learning, participants will acquire the practical skills required to navigate and contribute to the dynamic marketing and entertainment landscape. This programme seeks to ignite participants' creative sparks, enabling them to synthesize theoretical foundations with real-world applications, ultimately shaping their trajectory within the vibrant world of marketing and entertainment.



Introduction to Marketing Strategies & Consumer Behavior

Embark on an introductory module that unveils the captivating world of marketing strategies and consumer behaviour. You'll delve into the psychology of consumer choices, analyze effective advertising campaigns, and understand the nuances of branding techniques. This module offers a foundational understanding of the key theories, metrics and terminology used in the study of marketing and entertainment.



Digital Marketing Bootcamp

Collaborate with a renowned advertising agency in our digital marketing bootcamp. Participants can delve into digital advertising strategies, content creation, and campaign planning. Guided by advertising professionals, students gain firsthand experience in the dynamic world of marketing.



Practical Experiences

Venturing into the city for practical experiences in marketing and entertainment unveils the dynamic world of storytelling and audience engagement. Exploring advertising agencies, media production studios, and entertainment headquarters will allow you to delve into content creation, brand management, and social media strategies. You'll have the chance to explore emerging technologies and radical venues that are shaping the future of marketing and entertainment.

Real World Project

Step into the role of a strategic marketer by devising an integrated marketing campaign for an entertainment project. From consumer behaviour analysis to content creation and digital strategy, you'll shape a comprehensive marketing plan for use within the entertainment industry.

Unique Academic Enrichment Programmes



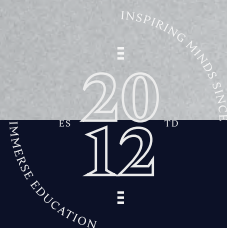
Professional Development

Linking career development to the world of creativity, this module unveils the diverse spectrum of roles within marketing and entertainment. Encompassing guest lectures, expert discussions, and workshops covering strategic branding and campaign creation, you'll cultivate pivotal abilities. Personal coaching sessions deliver customized guidance and a career blueprint, establishing lasting value extending beyond your engagement with the Marketing & Entertainment Career Insights programme.

Branding Strategies and Consumer Behaviour

This immersive session offers a deep dive into branding strategies and consumer behaviour in the marketing landscape. Participants will explore the psychology behind consumer choices, brand loyalty, and emotional connections. Through case studies, attendees will dissect successful branding campaigns and their impact on consumer perception. By the end of this session, participants will understand the dynamics of effective branding and key theories of behavioral science.





Digital Marketing Strategies

Participants will explore social media marketing, influencer collaborations, and online advertising campaigns. Through case studies, participants will analyse successful digital marketing tactics and their impact on brand visibility. With an eye to the past and future, participants will learn about how the rise of smartphones and internet connectivity, and the resultant emergence of the 'digital marketing mix'. Attendees will also gain insights into legal considerations related to data privacy and online advertising regulations.



Marketing's Role in the Entertainment Industry

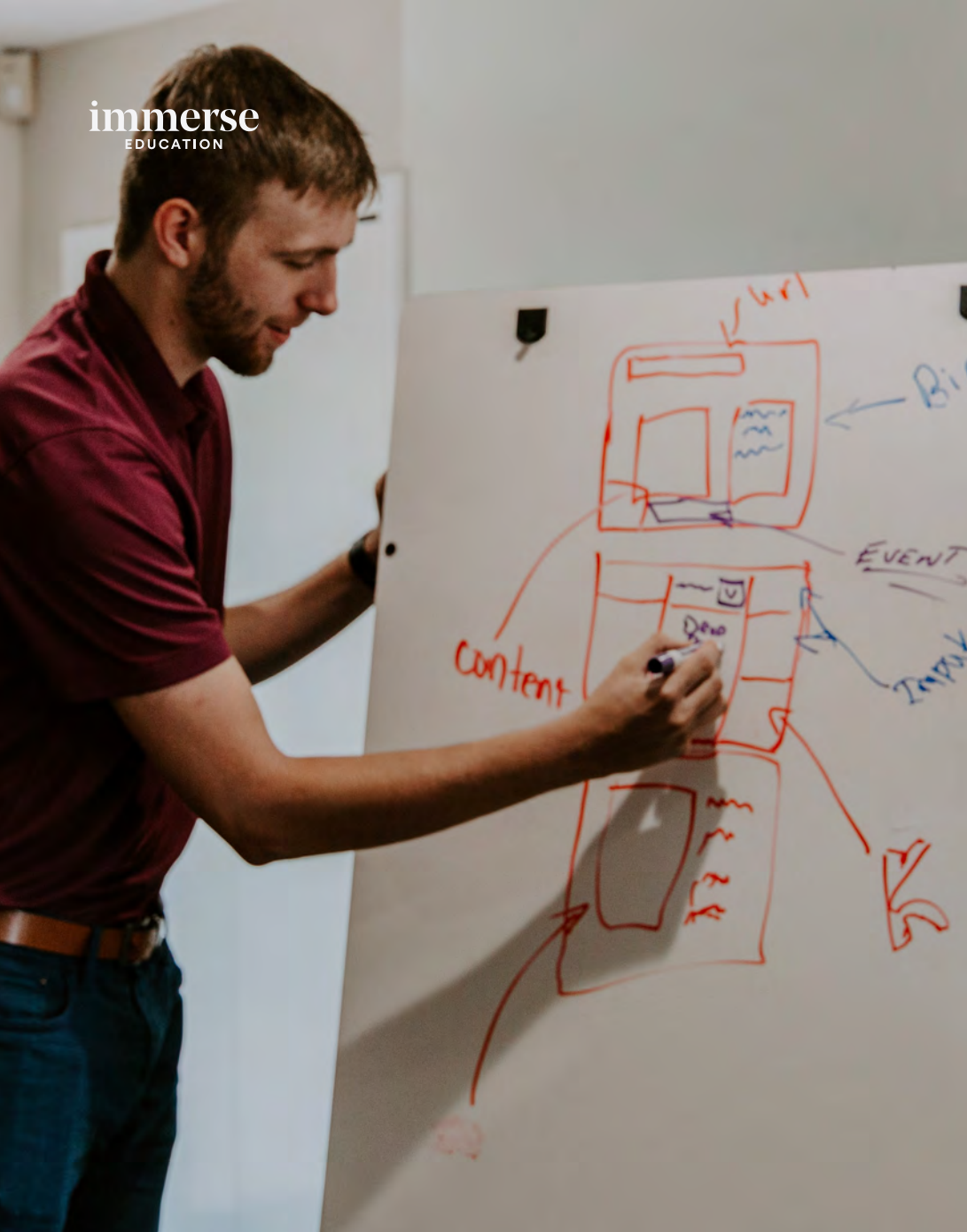
Uncover the dynamic synergy between marketing and the entertainment industry in this engaging session. Explore how marketing strategies are tailored to promote movies, music, TV shows, and other forms of entertainment. Examine the critical role of marketing departments within entertainment companies, from creating captivating promotional campaigns to crafting brand identities that resonate with audiences. By delving into real-world case studies, participants will grasp the intricate interplay between marketing efforts and the success of entertainment ventures.

Common Marketing Strategies in the Entertainment Industry

Embark on a journey through the world of marketing strategies specifically designed for the entertainment sector. Discover how entertainment products leverage buzz marketing, experiential marketing, and influencer collaborations to generate excitement and engagement. Delve into content marketing approaches that build anticipation and suspense around upcoming releases. By the end of this exploration, participants will gain a comprehensive understanding of the unique strategies employed by the entertainment industry to captivate audiences and achieve commercial success.

Unique Academic Enrichment Programmes





Storytelling in Entertainment Marketing

In this creative exploration, participants will uncover the art of emotional storytelling in entertainment marketing. We will analyze the narrative techniques used to engage audiences and build compelling brand stories, and explore how to do this effectively whether you are planning just a few seconds of video or a much longer campaign. Participants will also analyse the power of nostalgia in capturing audience attention and fostering loyalty.



The Career Insights programme has been really (for lack of a better word) immersive. I think Immerse has given me a lot of clarity in terms of having a better understanding of what a career, or even university education, in medicine looks like.

Mia

Immerse Career Insights Alumni



OUR AWARDS AND ACCREDITATIONS



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Inspiring Great Young Minds