

New term,new course,new challenge.

This term i will be to continue to improve my academic research ability and communication skills. Finish the assignment in time, understand and absorb the content and knowledge of this class, understand what the marketing plan is, how to do marketing plan for an organization.

- By learning I know that what exactly marketing plan is. Also I have a great experience make a marketing plan for a local company named: Oregon Contemporary Theater. After field trip and listened staff introduce, I know what the mission and goals OCT want to achieving. Thus, analysis their strength, weakness, opportunity and challenge, our group come up with the marketing strategy which is suitable for OCT. Group work and individual analysis teach me a lot of knowledge that I could not learning from books.

I know this class is the second part of Marketing, Media and Communication, i will try my best to understand the relationships between marketing, media, and communication in arts and culture sector work, comprehend with digital culture and emergent technologies, learn how to analyze problems, deal with problems, and expand my thinking mode.

- Marketing, Media and Communication II is different from last term, this term I learned more knowledge which combination with the theory and practice. I learned a lot of marketing strategies and analysis some of them, I realized that how to use these strategies are very interested. marketing, media and communication are closely, they rely on each other. It might give me some inspiration that I can use the marketing strategy help me narrow the topic that I want to do the research.