

1. In this semester, when I check the syllabus, marketing is the theme. I just have a little background about marketing but I have no idea to make a plan. So I'm really excited in the course. I want to learn some specific marketing analysis.

- By the end of the semester, the final project is to write a marketing plan, it is a huge assignment which I need to combine the fall term I learned and analyze a cultural organization.

2. I want to know and come into contact with some of the "real" organizations or companies, not just through Google to find information, then analysis by my own. It also helps me to better understand and analyze organizations and companies. I am in favor of an analysis of the organization in the future.

- We have group work to touch the organization where in Eugene, and listen to the presentation from their management. Then analyze the strength, weakness, opportunity and challenge, according to these analyses to point out what to implement. It is a real experience that teaches me more knowledge than online search.

3. The syllabus has written that we have to understand and analyze field trips about Eugene local organizations—OCT, I think that can come into contact with the actual organization, for communication with staff can learn more about market research, marketing, planning and other knowledge.

- By learning this term, I have a in-depth understanding about OCT, we had a group work to increase attendance, analyze the whole organization and situation, come up with some implementation which includes strategies to help them promote their shows.

4. Through analysis of the case study, I want to understand how to use social media as a means to promote and advertise.

- Through analysis the Case study, the organization might increase the intensity social media platform to increasing their audience. For example, my case study is Brooklyn Film Festival, they can use the Facebook and invite more people to pay attention and follow BFF's home page. More followers means that there is a lot of potential business opportunities.

5. Step by step through the analysis, from the environment, culture, and media multifaceted analysis, planning, and ultimately to create the marketing plan. So, I'm looking forward to this semester to learn something is the center of the marketing.

- Through the environment scan analysis and organization SWOC analysis, and aim at the current situation to come up with some strategies which can help the organization developing themselves. How the organization uses these strategies, attractive the sponsors and budget to implement each strategies. Finally, evaluate the outcomes and make a future plan. All of those steps component the marketing, not one of them can be dispensed with.