

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Marketing Topics

1. BRANDING

ACTIVITY

Identify a company profiled in FORTUNE whose brand name appears more valuable than the quality of its products or services.

QUESTIONS

What are the most effective strategies to establish and maintain a brand?

2. ADVERTISING

ACTIVITY

Analyze the non-traditional and innovative marketing successes and failures of companies profiled in FORTUNE.

Ask students to explain their findings, using specific examples of how consumers' taste in advertising has changed over the years.

Review several of FORTUNE Magazine's special advertising sections. Have students create an advertising section that promotes their educational institution.

3. PRODUCT ANALYSIS

ACTIVITY

Have students select a product and clip all articles related to it that appear in FORTUNE during the semester. Include articles that would affect suppliers, customers, pricing, and government regulations.

Have students prepare a paper that summarizes how these developments may affect the product's market.

Identify one of the companies profiled in FORTUNE that has a reputation for innovation.

Have students report on how marketing influences the company's product development and/or distribution system.

4. PUBLIC RELATIONS

ACTIVITY

Ask the students to identify a company profiled in FORTUNE that is in need of a public relations makeover.

Ask students to develop a plan to improve the company's corporate image. The plan should include a budget estimate and timeline.

5. JOB SEARCH

ACTIVITY

Ask students to imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

Why would they want to work for this particular company?

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FORTUNE
EDUCATION PROGRAM

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