

# Pre Production Package Product Version 2

## Class: People and Money with Cat!

### Improvements from Product Version 1:

- Quieter background music and more consistent audio levels
- More straightforward description of WHAT the class is and HOW it is taught
- Update the video format: Introduction to the course, then conduct the interview for student perspective(shorter this time), then summarize the interview at the end
- Brief the interviewee beforehand
- RENT DIFFERENT CAMERA GEAR (check for charged batteries!!!)
- Shorter Video Length
- Give credit to ourselves in video description

### Roles:

- **Niko** interviewing alumni
- **Ben** interviewing current student, video descriptions and social media captions, scheduling pots via HubSpot
- **Sydney** filming and preliminary editing
- **As a group:** come together at the end for finalizing video, thumbnails, etc

### Video Thumbnail Ideas:

### Interviews:

- Current Student: **Camryn Cassidy** - Interview Thursday at 12pm
- Early Career Alumni: **Abby Mellema** - Interview Monday at 5pm via Zoom

### Location:

- Underground Coffee House (Coffee Hours 4-8, room is open all day)

## Questions:

### Current Student Q's:

- **What is people and money?**
  - *Sample answer: people and money is a class taught with Cat. It's a marketing class but focuses heavily on psychology and consumer behavior especially as it relates to a businesses pricing decisions*
- **Why did you sign up for this class?**
- **What is the professor like?**
  - *Sample answer: Cat is great! She encourages a lot of in class participation and loves a good class discussion*
- **How is the course taught? What type of work is involved?**
  - *Sample answer: The course is lecture based but there's a high expectation for class participation. It's really fun when it's more of a class discussion. There is some weekly reading involved and a midterm and final. There are a few group projects.*
- **What was your favorite part of the course?**
- **What is one big thing you remember from the class?**
  - *Sample answer: I remember talking about reference pricing. Now whenever I'm online shopping I think about how that impacts my interpretation of the price.*

### Early Career Alumni Q's:

- **Do you remember why you originally signed up for the class?**
  - *Sample answer: I enjoyed the way Cat taught her consumer behavior course so I wanted to take another one of her courses*
- **What were a few of the things that stand out to you from the class?**
  - *Sample answer: I remember really enjoying the in class discussions!*
- **What was the biggest challenge you faced in this class? Was there anything that pushed you outside of your comfort zone?**
- **How did this course influence the way you think about marketing, people, decision making etc?**
- **How do you use what you learned in People and Money in your daily life or career?**

## Shot List:

- Wider angle shot of interview
- Bring it in closer for a tighter shot of the interview
- Early career alumni interview will be self-recorded by Abby
- Vlog style intro shots

## Story Board:

### Outline

- Video Series Introduction(same as last time)
- Welcome Back to Marketing Unfiltered
- Introduce People and Money Class
- Current Student Interview
  - What is people and money
  - What is the professor like
  - How is the course taught? What type of work is involved?
- Early Career Alumni Interview
  - How did this course influence the way you think about marketing, people, decision making etc
- Wrap up

## Captions and Video description

Marketing Unfiltered is a video series to highlight what's involved in a few of the upper division marketing electives available to marketing students. Our goal is to help you make the most of your marketing electives! In each video we'll provide details about the student experience from both current and past students in that elective course. This video we'll be looking into MKTG 499 which is Cat Armstrong Soule's People and Money class with current senior Camryn Cassidy and recent alum Abby Mellema. We'll be going into more detail throughout the video. Enjoy!

Abby Mellema- <https://www.linkedin.com/in/abby-mellema/>

Camryn Cassidy- <https://www.linkedin.com/in/camryn-cassidy/>

Music courtesy of: @tokyomusicwalker4038

### Instagram (both)

Episode 2 of Marketing Unfiltered is out now! For this episode we interviewed Abby Mellema (@abbynellema) and Camryn Cassidy (@camryn\_paige09) about Cat Armstrong Soule's People and Money class! #WWU #WesternWashingtonUniversity #Marketing #Pricing #MarketingStudents #MarketingAlumni #WWUMarketing #WWUMarketingStudents

Production and editing done by

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[Image Description: Marketing Unfiltered YouTube segment interviewing marketing senior Camryn Cassidy and 2022 Marketing alum Abby Mellema. Includes short clips from a longer YouTube interview regarding student experience in People and Money with Cat Armstrong Soule.]

### Twitter

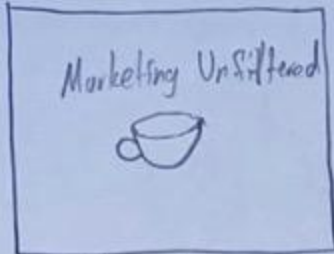
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### Facebook, LinkedIn

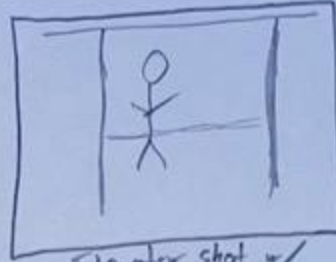
Check out Marketing Unfiltered to get the raw scoop on all your favorite marketing electives. Episode 1 is out now with Camryn Cassidy and Abby Mellema talking about Cat Armstrong Soule's People and Money class. #WWU #WesternWashingtonUniversity #Marketing #MarketingStudents #Pricing #MarketingAlumni #WWUMarketing #WWUMarketingStudents

[Image Description: Marketing Unfiltered YouTube segment interviewing marketing senior Camryn Cassidy and 2022 Marketing alum Abby Mellema. Includes short clips from a longer YouTube interview regarding student experience in People and Money with Cat Armstrong Soule.]

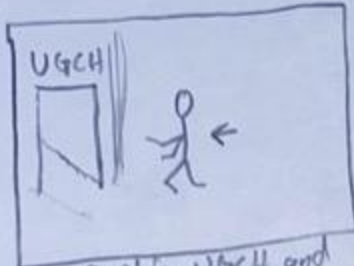
# Product V2 Story Board



Intro + Logo



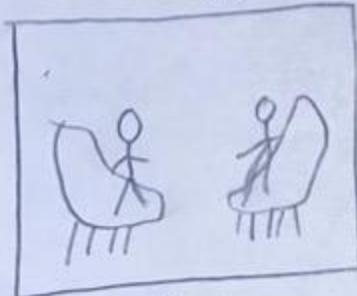
Elevator shot w/  
people & money description



Explain UGCH and  
its use



shake hand and  
sit down



Interview



Transition



2nd Interview  
(zoom)



Conclusion/wrap-up

## Script:

\*Camryn's lines are unscripted, Niko's are scripted but don't include his responses to Camryn's answers.

### **Introduction:**

**Niko:** Welcome back to Marketing Unfiltered! This is episode 2 of the series and this time we'll be looking into the upper division marketing elective Marketing 499: People and Money. This class is taught by Cat Armstrong-Soule and uses a psychological and behavioral perspective to look at how consumers react to value and pricing. Like the other marketing electives, the only prerequisites for the class are MKTG 381 & 382. We're going to talk to a current student and an alumni about their experiences in the class. Let's go meet one of them now.

*I'm currently headed to the Underground Coffeehouse to meet our current student, Camryn. The Underground Coffeehouse is a really chill place to study or just sit and read. They also serve coffee from 4PM-8PM, so if you need an extra energy boost at that time of day, you know where to find it. The Underground Coffeehouse also has a bunch of awesome events happening Monday through Thursday every week including concerts, comedy, poetry, and other fun activities.*

### **Interview #1:**

**Niko:** Hi Camryn! Thanks for meeting with me today.

**Camryn:** Hey Niko! No problem.

**Niko:** How are you doing today?

**Camryn:** I'm good!

**Niko:** Let's get right into it. I have a few questions for you today about your experience in Cat's People and Money Class. **What'd you think about the class?**

**Camryn:** \*Responds

**Niko:** Great! \*responds to what Camryn said. **So what is people and money?**

**Camryn:**

**Niko:** **What did you like about Cat?**

**Camryn:**

**Niko:** \*responds. **How is the course taught? Lectures? Reading? Group work? Presentations? Etc?**

**Camryn:** explanation

**Niko:** **Why did you originally sign up for the class?**

**Camryn:**

**Niko:** *What's one big thing you remember from the class, or how was the class changed your thinking about the world and marketing?*

**Camryn:**

**Niko:** *Any last thoughts you'd like to add?*

**Camryn:**

**Niko:** *Okay, thank you so much for talking to me today!*

### **Transition:**

[Niko and Ben sitting/walking together]

**Ben:** That was a great chat with Camryn. I can't wait to hear what our early career alumni has to say about People and Money. *\*insert name\** graduated in *\*insert grad quarter and year\** and is now *\*insert what they're doing\**

**Niko:** Thanks Camryn. It's always really interesting to hear a current students perspective on a class and how they think what they learned will influence their future careers as marketers. Now we're gonna hear from our alumni Abby. Abby graduated this past fall quarter and is now working as an operations specialist at Lynden Logistics. As we could probably guess, many WWU marketing alums have moved away from Bellingham since graduating. So it can be a bit more challenging trying to organize a face-to-face interview. Luckily, we have modern technology which allows the alumni to send in their responses to our questions. Enjoy hearing from Abby!

### **Interview #2:**

**Ben:** Hi *\*insert name\** thanks so much for meeting with me! I'm really excited to hear what you have to say about Cat's People and Money class.

**Name:** *\*responds\**

**Ben:** How long ago did you take the class?

**Name:** *\*responds\**

**Ben:** Let's jump right into some of the question I have for you. *Do you remember why you originally signed up for the class?*

**Name:** *\*responds\**

**Ben:** *What were a few of the things that stand out to you from the class?*

**Name:** *\*responds\**

**Ben:** *How did this course influence the way you think about marketing, people, decision making etc?*

**Name:** *\*responds\**

**Ben:** *What was the biggest challenge you faced in this class? Was there anything that pushed you outside of your comfort zone?*

**Name:** *\*responds*

**Ben:** How do you use what you learned in People and Money in your daily life or career?

**Name:** *\*responds*

**Ben:** Wow that was a lot of great info. Thank you for taking the time to share your experience with our current marketing students and people considering the marketing major.

**Wrap-Up/Conclusion:**