

# Handbook Educational podcasts

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The Handbook is written as part of the project “Marketing Matters: engaging students with educational podcasts”

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## Introduction

### Marketing Matters: engaging students with educational podcasts

#### Origination

The idea for a podcast series originated in conversations among a group of lecturers from the Marketing department. All of these lecturers taught at least one Marketing introduction course and witnessed that students struggled with the connection between marketing theory and marketing practice. At the same time, we observed that podcasts are gaining in popularity, especially among young people. This is noteworthy because students are often said to have a preference for images and visual learning, whereas lecturers experience that students have difficulty to listen and concentrate for a longer period of time during lectures. We decided to take the challenging vein to make students learn in a purely auditory way, with content via a medium that is well-known and appreciated by the target group.

#### What is Marketing Matters?

Marketing Matters is a podcast series by a team of Marketing lecturers from Tilburg University during 2021. In each episode, we connect topics from marketing theory to marketing in business. We talk to marketing professionals about their experiences, best and worst practices in Marketing. As stated to the listeners: “they will tell you how they use their marketing knowledge to create your marketing reality”.

#### Project goals

The project aimed to create a podcast series of five episodes for students of the first-year Marketing Management for IBA in order to achieve both educational (ED) and inspirational (INSP) goals:

- ED 1: Improve students’ understanding of the connection between marketing theory and practice
- ED 2: Engage students in times of online education and beyond
- INSP 1: Inspire students on the topic of marketing (future profession & daily life)

As a side effect the project trains auditory skills of students.

#### Why a podcast?

The transition to online education calls for teaching through new media to engage students. Podcasts have a unique character since they use social and media-rich features that have a broad appeal in online learning. Students are familiar with podcasts and these podcasts fit into their lifestyle outside of education. By offering complimentary course content in a way that fits student (online) lifestyle, we aim to further support and improve the learning process of all students.

#### Project results (Project lifetime: December 2020 – November 2021)

- Five episodes for the first season of Marketing Matters featuring different topics from the Marketing Management for IBA course and business guests in different marketing positions, from different types of companies, operating in different kinds of sectors.
- Editing skills in order to be able to continue podcasting without external support
- Podcast handbook

## Project evaluation

- ED 1: Using podcasts in education helps to link theory to practice in a practical and informal way and can be used as a complement to or replacement of business cases and guests lectures.
- ED 2: To increase student engagement, integration of the podcast in the course by means of assignments with summative assessment is to be preferred.
- INSP 1: According to students, the most important USP of the podcast was the guest selection (the guest speakers and their enthusiasm) and the variety in sectors/positions/companies included in the podcast on top of more familiar representation of the business field in regular course material.

## Purpose of the handbook

This handbook was created to disseminate our project approach and results. It is meant to guide all those interested in creating an educational podcast episode and/or series by providing tips and tools in doing so. We outline a simple and pragmatic step by step approach based on our own experience, in which we focus on the most important activities, key take-aways and practical notes, supplemented by examples and supporting materials. This approach is by no means the only approach to creating educational podcasts. Nonetheless, we hope that the handbook helps readers move forward in their podcasting journey. This handbook covers our first steps in experimenting with educational podcasting. By no means do we consider ourselves to be experts on the topic. This handbook is therefore solely intended as a vehicle to share our experiences, with the hopes that readers can benefit from our learning journey. The goal of the reader's podcast series will likely differ from ours. Yet, the activities, key take-aways and supporting materials supplied by this handbook may still help the reader move forward with the basics of educational podcasting.

## Additional information

Our podcast team is more than happy to further discuss the podcasting experience and any questions that may arise as a result of reading this podcast handbook or during the first steps in podcasting. You can reach us at [c.s.rosmalen@tilburguniversity.edu](mailto:c.s.rosmalen@tilburguniversity.edu) or [j.leenheer@tilburguniversity.edu](mailto:j.leenheer@tilburguniversity.edu).

This project received funding and support from EDUiLab, Tilburg University. The project was part of the EDUiLAB Innovate your Education program. We received training and assistance from the Podcast Producent.

## The Marketing Matters podcast project handbook

### Content:

*Activity 1: Concept development*

*Activity 2: Topic & guest selection*

*Activity 3: Preparation episode recording*

*Activity 4: Episode recording*

*Activity 5: Episode editing & distribution*

*Activity 6: Integration in course*

*Activity 7: Evaluation*

*Marketing Matters: next steps*

### *Appendices:*

*A. Timeline and hourly load*

*B. Example episode template*

## Activity 1: Concept development

### Purpose

Determine WHY, for WHO, and HOW you want to create a podcast series.

### Our approach

#### 1. Project goals:

In writing the application for the EDUiLAB Innovate your Education program, we determined overall goals, an action plan, and the intended results of our project. This resulted in the following project goals:

- ED 1: Improve students' understanding of the connection between marketing theory and practice
- ED 2: Engage students in times of online education and beyond
- INSP 1: Inspire students on the topic of marketing (future profession & daily life)

#### 2. Podcast series concept:

In collaboration with a podcast producer, we translated the project goals into a concept for the podcast series during a half-day introductory workshop on the basis of podcasting. We decided on the:

- Type of podcast (e.g. storytelling, news, business, educational, etc): educational & business
- Target group: Marketing Management for IBA student population
- Role in course: complementary to course material
- Role of podcast guests: one main interviewer, one moderator, and one business guest
- Role of business guest: expert sharing day to day experience + interesting cases and examples
- Recording set-up: all participants plus the producer are in one room (studio). Remote recording or participation is considered too risky for the quality of both the conversation and the sound.

#### 3. Episode structure:

We translated the elements above to a global podcast episode template to ensure alignment with project and podcast goals and coherence among these elements. The podcast template outlined the overall structure that would be applied to each episode. Based on the template, a script was prepared for each individual episode (see Activity 3).

### Key take-aways

- Time spent in the concept development phase is worth the investment to set the podcast structure; this pays off later in the project. For an overview of a timeline based on our project, see Appendix A.

### Practical notes & supporting materials

- Some audio inspiration: Sander de Heer created de Podcast podcast (in Dutch) in which describes what a podcast is, what to tell in a podcast, and how a podcast should sound. The podcast is no longer available online on Spotify, but you can find audio clips on [his website](#) that may help in getting started with concept development.
- Working with an episode template allows for efficient preparation of individual episodes and ensures alignment and recognition between episodes.

## Activity 2: Topic & guest selection

### Purpose

Translating the overall concept into themes and content for individual episodes.

### Our approach

#### 1. Topic selection

The Marketing Management for IBA course contains eleven lectures that all touch upon a different topic related to the marketing field (e.g. Product Development, Digital Marketing, Price setting, Sustainable Marketing, etc.). We decided to link each podcast episode to two topics from the course. As such, we illustrate how different course topics are intertwined and related to business practice.

#### 2. Business guest selection

Based on the topics selected, we searched for a business guest with a professional role/business experience we could connect to these topics. We invited these business people individually to talk about their day-to-day job and overall experiences in their marketing positions at their company. To cover the wide variety of the marketing field in business, we included business guests from different types of companies (e.g. multinationals, startups, social enterprises, etc.), different industries (e.g. FMCG, healthcare, etc.), different domains (e.g. B2B, B2C) and in different marketing functions (e.g. marketing specialists (content marketer/digital marketing manager), marketing strategists, product managers, marketing researchers, etc.). Full coverage was impossible with 5 podcasts only, but we achieved at least substantial variety. The combination of topics and guests resulted in the following episode series:

<b>Inspirational relevance</b> (representative of broad nature of marketing field)				
Episode theme	Guest	Position	Company sector	Industry
1. Segmentation/targeting, brand management	Iris Schenk	Marketing Manager @ Buddha to Buddha	Jewelry	B2C (product)
2. Pricing / value creation	<u>Luuk van Hoogstraten</u>	Founder @ Genius Voice	AI / Voice Technology	B2B (service)
3. Promotion / communication	<u>Lin Schakenraad</u>	Account director @ Glasnost	Finance / <u>fintech</u>	B2B2C (consultancy/service)
4. Digital Marketing	<u>Sam Talva</u>	Digital & E-commerce manager @ Philips	Healthcare	B2B & B2C (products and services)
5. Marketing ethics / Sustainability	<u>Claudie Godrie</u>	Marketing @ <u>Elho</u>	Consumer products	B2C

**Educational relevance**  
(Alignment with course material to allow for facilitation connection theory – practice)

### Practical notes & supporting materials

- The time between finding a business guest and recording an episode took us about 1.5 months.

### Key take-aways

- Business guests mainly came from the professional network of the Marketing department. Having guests you are familiar with is helpful to assess how well they fit a podcasting setting (e.g. are they comfortable talking, etc) and allows for a more informal and more relaxed setting.

## Activity 3: Preparation episode recording

### Purpose

Determining specific individual episode content and aligning with the business guest.

### Our approach

#### *1. Global draft of the episode based on topic and guest*

After confirmation of participation from a business guest for an individual episode, we first created a draft of the podcast episode by means of the episode template. This was done to align guest selection with topic selection from the course. Based on our knowledge of the business guest combined with an internet search, we connected topics from the course material to relevant experiences from the guest, to determine the potential directions for the podcast episode.

#### *2. Preparation meeting with business guest*

Based on this draft and before the official podcast recording, we scheduled a preparation meeting with the guest speaker during which the topic, episode agenda, and practical matters were discussed. These preparation meetings typically lasted about 30 minutes. In consultation with the business guests, we determined the specific direction of the podcast episode and discussed potential cases and examples that would be fitting.

#### *3. Episode specific script*

By means of input of the preparation meeting, we finalized the episode-specific script. This episode script served the purpose of guiding us through the episode during recording and making sure the connection between the input from the business guest and the course materials remained in place.

### Practical issues & supporting materials

- An example of an episode script for the first episode of the Marketing Matters podcast is available in Appendix B.

### Key take-aways

- Working with the episode template saves a substantial amount of time as the structure of the episode is determined already.
- Working with a template is important for inexperienced podcast interviewers, because it guides them through the interview avoiding common pitfalls. It also helps to make podcast series more consistent over the different episodes.
- Scheduling a preparation meeting with the guest speaker is key to smooth recording of the podcast episode later on. The preparation meeting allows both for getting to know each other on an informal level and for aligning content (e.g. which topics can and cannot be discussed, what might be interesting examples/business cases, etc).

## Activity 4: Podcast recording

### Purpose

Transforming the podcast concept into actual podcast episodes; generating raw audio materials as input for the final edited episode.

### Our approach

#### 1. Recording meeting

For each episode, we planned a meeting with the participants of the specific episode. In each episode, three people participated; one moderator and one main interviewer (both from our project team), and one business guest. During the episode, the main interviewer had an informal conversation with the business guest to make the content more accessible for students. The moderator steered the conversation based on the episode draft. This way, students got an understanding of what the profession looks like and they were enabled to link the theory that they have learned in class to the actual business field.

The episode script determined the order of the topics discussed and served as guidance for us and the producer throughout the recording.

#### 2. Production of recording

The recording was done in collaboration with Rachel de Wit (de Podcast Producent), an experienced podcast producer who took care of all audio materials necessary for recording as well as production of the episodes. Editing (for the first three episodes) was also outsourced to Rachel (see Activity 5).

### Practical issues & supporting materials

- For each episode, we planned a recording meeting with the business guest for about twice the time the actual episode would last. In addition, we planned an additional half-hour for the participants of our team, to record intros, outros, and other parts of the episode in which the business guest did not participate.
- We recorded the episodes at the university at times and in rooms that were relatively quiet.
- Click [here](#) for the link to the website of De Podcast Producent.

### Key take-aways

- Recording with the help of a podcast producer allows you to focus on content. Especially for the first few episodes, it takes time to make yourself comfortable with the podcast environment (e.g. working with headphones and microphones, having a 'normal' conversation in a setting where you may become self-aware, etc). Not having to focus on anything else than the conversation with the business guest helps to speed up this process.
- It requires (more) practice to have a conversation that is fluent and spontaneous fitting to the podcasting concept (as opposed to a more formal interviewing setting).



## Activity 5: Podcast editing

### Purpose

Transforming the raw audio files from the recording into a podcast episode ready for distribution.

### Our approach

#### *1. Editing by De Podcast Producent*

For the editing of the first three episodes of the podcast, we sought the help of an external party. We worked with Rachel de Wit from De Podcast Producent, a producer that specializes in creating podcasts. Rachel also edited the podcasts for the EDUiLAB podcast series. Initially, we hired her for the recording and editing of the first three episodes of the podcast series.

For each episode, Rachel edited the raw audio materials based on our episode script. We received a first version of the episode from Rachel and agreed upon one editing round. We returned our feedback to Rachel (also after checking with the business guest for remarks and approval) and received the adapted final version of the podcast episode in WAVE (high quality) and MP3 format.

#### *2. Editing by our podcast team*

For the final two episodes, we took care of the editing ourselves. To gain the necessary skills, three members of our podcast team planned a two-day workshop with Rachel in which she trained us in the basics of editing. After this workshop, we gained enough skills to start with editing raw audio materials from the fourth and fifth episodes ourselves.

### Practical issues & supporting materials

- While we feel we now have the necessary skills to edit audio material and transform this into a podcast episode, we by no means consider ourselves experts in audio editing. In case you are interested in editing yourself, we recommend professional training.
- Click [here](#) for the link to the website of Hindenburg, the software we used for editing. This website also contains useful tutorials.

### Key take-aways

- Outsourcing the editing to an external party does require an investment in terms of money, but saves a lot of time and effort, especially when you are still discovering whether podcasting is something for you and your course.
- When you have decided on continuing with podcasting, it may be worthwhile to train yourself in audio editing. This will provide more freedom in (planning) podcast recording and editing, but will also require a larger investment in terms of time and money for equipment.
- At the same time, audio editing is time-consuming; this should not be underestimated.

## Activity 6: Integration in course

### Purpose

Making podcast episodes available to students to achieve project goals.

### Our approach

#### 1. Podcast distribution

After recording and editing, we uploaded the individual episodes in MP3 format on distribution platform Anchor.fm. This platform allows for automatic distribution to Spotify and other podcast/audio platforms such as Apple Music.

#### 2. Podcast sharing

Subsequently, we shared a link to the episodes on Canvas with the Marketing Management students. The Marketing Management course will consist of eleven lectures and four to five tutorials dedicated to case practice (other tutorials are dedicated to consults and assignment presentations). The individual podcast episodes were made available at the same time a specific topic was discussed in the course.

#### 3. Course connection

1. *Integration in Marketing Management as complementary material:*  
The podcast series was primarily created for students of the Marketing Management for IBA course. We made the podcasts available as a complement to existing course material. As this was the first time we created the podcast episodes (and we therefore also needed to take into account project delays) and we wanted to assess the suitability of podcasting for educational purposes, the podcast episodes were not included as mandatory material to the Marketing Management for IBA course. Students could listen to the podcast episodes voluntarily. We did however make sure to align topics discussed in the episodes with the timing of these topics in the course to ensure relevance to the students. We plan to fully integrate the podcast episodes into the course for the next semester (see Next Steps).
2. *Assignment for PASS Repeaters*  
See Next Steps for description.
3. *Assignment in Marketing in Bedrijf course:*  
Summative assignment, 5 open essay questions per podcast. See Next Steps for description.

### Practical issues & supporting materials:

- [Link](#) to the Marketing Matters podcast series on Spotify
- [Link](#) to Anchor.fm for podcast distribution

### Key take-aways

- New episodes are necessary periodically (episodes can be used one or two years only).
- Most students need an incentive to listen to the podcast in terms of summative assessment or credits.
- In order to ensure optimal integration in the course, we would advise to create the episodes upfront and not during the course of the semester.

## Activity 7: Evaluation

### Purpose

Determining the extent to which we reached project goals and see which improvements can be made to the podcast series.

### Our approach

We evaluated the effectiveness of the podcast by means of:

#### *1. Viewing statistics:*

These statistics are collected on the platforms through which we distributed to the podcast episodes and gave us an idea of the amount of listeners to each episode. We witnessed peaks in the amount of listeners each time after we communicated about a (new) episode.

#### *2. A podcast project focus group:*

We collected feedback from a focus group of ten students that all participated in the Marketing Management for IBA course and listened to all five episodes of the podcast. They provided their feedback through:

- Evaluation surveys in which they answered closed questions (see Table Podcast Survey in Next Steps chapter) about individual podcast episodes.
- A focus group meeting in which focus group students could further elaborate on their opinions, comments and suggestions for improving the podcast series and individual episodes.

### Practical notes & supporting materials

- To see how your podcast series performs on Spotify, you can make a podcaster account via [podcasters.spotify.com](https://podcasters.spotify.com). Distribution platform Anchor.fm also collects data on podcast performance.

### Key take-aways

#### *Student perspective:*

- According to students, the most important USP of the podcast was the guest selection (the guest speakers and their enthusiasm) and the variety in sectors/positions/companies included in the podcast on top of more familiar representation in the business field in regular course material.
- Students appreciate the effort, but will not all automatically listen to the podcast episodes.
- Students feel more comfortable listening to an informal conversation than to an interview-style podcast. The podcast episode should feel more spontaneous and less scripted.

#### *Our perspective:*

- It takes time to create podcasts, and it takes even more time to create podcasts with educational relevance.
- That being said, we enjoyed making the podcasts a lot. It was a new and positive experience, which was welcome during hard teaching times (because of Covid).

## Marketing Matters: next steps

The Marketing Matters project and its outcomes were and will be continued after the formal project lifetime in the following manners:

### Marketing Management for IBA course (Spring 2021)

Each podcast was brought to the attention of the students on the Canvas site and during the tutorials. Students should listen to these episodes as self-study. We can provide a Canvas Quiz for each episode, where we ask students specific questions that they could have retrieved from listening to the podcast carefully (for formative purposes). At the beginning of the tutorial, we will start by shortly discussing the podcast and the quiz. During this time, students can ask questions and we will have a small discussion about the episode and its topic. Moreover, we plan to make use of the business cases as applications for exam questions. That is, we ask questions based on a specific case and students who listened to the podcast already recognize the case. This will provide students who listened to the podcast with a small advantage.

### PASS Mentorship program (Fall 2021)

Repeaters could obtain the PASS points they missed by listening and completing the survey properly. The questions consisted of five evaluation questions and five essay questions. The small group of students helped us to further finetune the assignment.

### Table Podcast Survey

#### Closed Questions (Likert scales)

- The content of the podcast episode was interesting
- The podcast episode helps me to understand more about Marketing
- I enjoyed listening to this podcast episode
- The podcast episode addresses theories also discussed in the Marketing Management course
- The guest and interviewers in this podcast episode were engaging

#### Open Questions

- Traditionally Philips was famous for its light bulbs and later its televisions. But that does not describe the product assortment well anymore. Please describe the current product assortment of Philips as discussed in the Podcast.
- What are the key differences between B2C marketing and B2B marketing as discussed in the podcast?
- How does ecommerce relate to hospital nurses and how does Philips manage this?
- How does Philips measure the effects of its marketing efforts? Different measurement and metrics come across in the podcast. Mention at least two and explain them.
- The world is changing and this has implications for the demands on future marketeers (or business people in general) as was discussed in the podcast. What are the key take aways for you, as a future young business professional, from this podcast?

### Marketing in Bedrijf course (Spring 2022)

The podcast episodes has been distributed within the Marketing in Bedrijf course (Bachelors Bedrijfseconomie, Economie en Bedrijfseconomie en Fiscale economie).

In five small assignments, students had to answer evaluation questions regarding the episode and five essay questions via a Canvas Quiz. On base of the essay questions, students obtained a grade that counts for a small amount of the total grade.

#### [Academic paper on educational podcasts](#)

In addition, beyond the project lifetime, we also intend to summarize and share results on the effectiveness of podcasting in education in an academic paper based on data obtained through the Marketing Management for IBA and Marketing in Bedrijf course.

## Appendices

A: Example planning

B: Example episode template

## Appendix A: Example planning

Activity	By whom	Timeline
<p><i>Activity 1 &amp; 2: Content development + topic &amp; guest selection</i>            weekly meeting on content and set up podcast series            *Selecting topics + developing theme            *Contacting business people            *Rough draft different episodes</p>	Full team	Weekly meetings during first three months of the project
<p><i>Activity 3: Preparation recording</i>            *Creating content for final draft for each episode            *Informing business people and planning preparation meeting + recording meeting</p>	Episode teams consisting of two members per episode team	About 1 day per episode team
<p><i>Activity 4: Recording podcast</i>            *Recording meeting podcast episodes</p>	Episode teams + business guest & Podcast producer	About 0.5 day per episode team
<p><i>Activity 5: Editing</i>            *Editing the podcast episode</p>	Episode teams + Podcast producer OR editing team	Editing by podcast producer: about 0.5 day per episode team Editing by editing team: 1 day per episode, episode team consisting of 3 members
<p><i>Activity 6: Integration in course</i>            *Integration in course</p>	Episode teams	During the course of the semester
<p><i>Activity 7: Evaluation</i>            *Evaluation survey            *Focus groups students            *Statistics</p>	Full team	After each publishing of each episode plus a 2 hour meeting at the end of the semester

Note that this timeline does not include time spent on intermediate project meetings and practical activities (e.g. contact with podcast producer, workshops, contact with business guest, etc), which in practice took up most of the time spent on the project. The amount of time to be spend on these activities will likely differ depending on project size and the amount of work outsourced to other parties.

## Appendix B: Example episode template

### Marketing Matters - Podcast Episode Template

Episode #: 1

Length: 20-25 minutes

Topic: Segmentation/targeting, Brand management

Host: Carlie

Co-host: Anne

Business guest: Iris Schenk, Marketing Manager (responsible international marketing strategy)

Company: Buddha to Buddha (jewelry)

#### SCRIPT:

<b>1. Teaser</b> <b>Audio: short soundbite from podcast episode</b>	Time
<i>The podcast episode kicks off by playing an interesting quote or (very) short soundbite from the interview of this episode to invoke curiosity.</i>	

<b>2. General intro + episode-specific intro</b> <b>Audio: Intro tune</b>	Time
<i>Intro tune plays while intro text is spoken.</i>	
<p>2.1 General intro</p> <p>Host: "This is Marketing Matters, a podcast brought to you by your team of Marketing Management lecturers from Tilburg University. In each episode, we connect topics from marketing theory to marketing in business. We talk to marketing professionals about their experiences, best and worst practices in Marketing. They will tell you how they use their marketing knowledge to create your marketing reality."</p> <p>2.2 Episode-specific intro</p> <p>Co-host: "I am Anne, and I am Carlie, and in this first episode of Marketing Matters, we explore the topics of customer segmentation and brand management. However, we are not going to discuss this topic with just the two of us. In this episode, we talk to Iris Schenk, Marketing Manager at Buddha to Buddha who identifies herself as .... (more on that later). Iris will tell us about do's and don't when marketing a unisex luxury brand. So get yourself a cup of coffee and find out why Marketing Matters to you."</p>	



<b>Audio: Intro tune plays a bit longer on its own without text before going to introduction of guest</b>	Time
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<b>3. Introduction of guest</b>	Time
<p><b>3.1</b> Smalltalk: small conversation between two hosts about first episode (exciting + introduction of topics).</p> <ul style="list-style-type: none"> <li>- “Really exciting to kick off this podcast series”</li> <li>- “This season of marketing matters will consist of 5 episodes, each covering an interesting marketing topic.”</li> <li>- “For this episode, we’re going straight into some of the building blocks of marketing, segmentation, targeting and brand management.”</li> <li>- “From theory, we know that the success of a product or service is determined by creating superior value for its target customers in a way that benefits the company and its collaborators. But, how do you actually identify and create your target customer and how do you add this superior value to your brand?”</li> </ul> <p><b>3.2</b> Host introduces guest</p> <p>“And to find answers to these questions, we have a marketing expert with us today; Iris Schenk, who is Marketing Manager for jewelry brand Buddha to Buddha. Iris, really nice to have you here for this first episode!</p> <p>Questions about our own jewelry to @Anne.</p> <p><b>3.3</b> @Iris I can imagine, after being at Buddha to Buddha for six years that you own quite some pieces, right? So, we are more or less customers of Buddha to Buddha, more on that later. For now, can you tell us a bit about what the different jobs you’ve had at Buddha 2 Buddha?”</p> <p>Questions to Iris to guide introduction:</p> <ul style="list-style-type: none"> <li>- Professional journey at Buddha to Buddha: from online marketer to e-commerce manager to marketing manager</li> <li>- Current job as marketing manager; what does that mean?</li> </ul>	

<b>4. Lead into interview (introduction to company and connection to case discussions)</b>	Time
<p>Lead into interview: Host + co-host share vision on socials Buddha to Buddha and ask Iris what Buddha to Buddha stands for (leads into interview questions in next block).</p> <p>Host: “So you already told us a bit about Buddha to Buddha, and we also did our homework...We scrolled through the socials. Anne, what impression did you get from scrolling through Buddha to Buddha’s Instagram?”.</p> <p>Co-host: Edgy Instagram posts          Pictures of people with tattoos, black nailpolish, messy hair, though looks.          For example, I’m currently looking at an Instagram video of Buddha to Buddha, shot in an old warehouse, a guy is posing but not really, another guy is doing tricks on his bike. I hear some sort of house/techno music. It looks really fears but I would not categorize it as an average jewelry brand.</p>	

Question to Iris: To conclude I see Buddha to Buddha as different, edgy and though, but is my observation correct and what is it what you are trying to communicate?	
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<b>5. Discussion 1 or 2 cases related to course material (implicitly)</b>	Time
<p>Host refers back to topics of this podcast episode (segmentation/targeting and brand management)</p> <p>5.1 Segmentation and targeting:            Host: Let's zoom in on the customers of Buddha to Buddha. A recent post caught our eye. So I'm looking at the post now, and in the picture we see a couple of Buddha to Buddha rings that lay on these pastel pink tiles and the picture has sort of a vintage feel to it. And especially the caption is interesting here, which reads: "We are not about age, race or sex. It's mentality and mentality comes from within". So this is not your typical marketing message either...Raises the question, who are the customers of B2B?</p> <p>Questions to Iris:            - How do you approach creating a strategy for these customer groups (e.g. refer to persona's)            - As we have mentioned before, you identify yourself as ..., how do you do this? Can you classify us already?            - How do you deal with customers that are not part of your target audience (are not like the persona's you have created)?</p> <p>5.2 Brand value            Co-host: We also see a lot of collaborations with well-known brand and celebrities.            Questions to Iris:            - How do the collaborations add value to your brand (e.g. collaborations with Mini, Davina Michelle, etc).            - Explore a specific collaboration (why this one, how did you approach this, etc)            - What has been the effect of these collaborations for Buddha to Buddha?</p>	

<b>6. Returning topic 1: Marketing fail</b>	Time
<p style="background-color: #FF0000; color: white;">Audio: bumper related to marketing fail + voice over Hendrik ("MARKETING FAIL")</p> <p>Host introduces marketing fail topic:            Overgang naar de marketing fail</p> <p>While doing our social search, we came across an interesting collaboration....to say the least. A few years ago, Scott Disick (known from his relationship with one of the Kardashian sisters) collaborated with Bootea Shake to promote the company's protein shakes on a post on Instagram. Scott posted a picture on his Instagram on the picture. So far, nothing strange. But then, obviously, there was the caption, and I'm now going to read it exactly as it was posted by Scott: "At 4 pm est, write the below. Caption: 'Keeping up with the summer routine workout with my morning @booteauk protein shake!' So...if you cannot yet picture it, Scott copied not only the text he was supposed to use alongside the picture, but he also copied the instructions from the brand in the post. <b>MARKETING FAIL</b> Now the post was only online very briefly (although afterwards people found the same mistake on Twitter), but the</p>	

<p>screenshots last forever and comments didn't lie...</p> <p>One user wrote: "Bless you Scott, not paid to think just paid to promote".</p> <p>Another said: "You had one job scott".</p> <p>But there was also one comments saying It's got everyone talking so it promoted the product even more! Well played sir, even if it was an accident."</p> <p>@Iris, on a scale of 1 to 10, how shocked would you be if this would happen in one of your collaborations?</p> <p>Do you think the brand can recover from this? How would you solve this?</p> <p>Or: how do you deal with collaborations where you cannot control every move?</p>	
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<p><b>7. Returning topic 2: BREAKING</b>  <b>Audio: Bumper related to breaking news + voice over Hendrik ("BREAKING: *Headline*)</b></p>	Time
<p>Every episode we talk to marketing professionals about their experiences and practices. However, marketing is everywhere and therefore, we will also go over a recent news article every episode that can be linked to different marketing theories, some of which we have already discussed during this episode and some that we will discuss during our upcoming episodes. Let us kick off with our very fist, breaking!</p> <p>"Alright Carlie, I briefly want to discuss a news article from the Times with you about the company Tony's Chocolonely (which is one of my favorite companies). I think many Dutch consumers know Tony's Chocolonely since it is a company that creates one of the best salted-caramel chocolate bars. Besides, the brand is known for its link with sustainability and social responsibility. Their mission is to change the cocoa industry, which is characterized by inequality and issues with modern slavery and illegal child labor</p> <p>Back to the news article, the headline reads: "Anti-slavery chocolate is taken off ethical list" and it is about the fact that Tony's Chocolonely was recently removed from The American Organization Slave Free Chocolate list, which is a list with slave-free chocolate producers. The company was removed from this list because of its links with a large manufacturer that admits it benefits from child labor."</p> <p>"That is indeed very interesting and as we are in the field of marketing, we cannot help but look at this from a marketing perspective. @Anne, which questions come to mind when you think about this article?</p> <p>"First of all, I wonder who the target consumers of Tony Chocolonely are and whether they are affected by this news"</p> <p>But also:</p> <p>"Does this news harm Tony Chocolonelys brand image? And what about their credibility?"</p>	

<p>What about:</p> <p>“Does this change anything about the possible competitive advantage that Tony Chocolonely might have? Is there also a possibility that it improves? Should Tony Chocolonely reposition his brand as a result of this news, and how?</p> <p>Alternatively, was this collaboration as result of repositioning? And with wat reason?</p> <p>“We can come up with a lot of questions and it would be interesting to further discuss and explore the topic. However, we are running out of time for this episode. As a result, we would like to ask our listeners, you, to think about this news. Can you link it to relevant marketing theory? Can you answer some of our questions or do you have some interesting questions yourself. Moreover, as a consumer, would this news influence you? It is time to ask and find out yourself, how you let marketing matter to you”</p>	
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<b>8. Outro + sneak peek next episode</b>	Time
<p>Host: “That was it for this first episode of Marketing Matters where we have talked about segmentation, targeting, brand value, good and bad practices and of course, Buddha to Buddha. @Iris, we want to thank you for the interesting and inspiring conversation and we hope you have learned more about marketing in a practical way.</p> <p>In the next episode, we will dive deeper into the world of start-ups in the tech industry. So, stay tuned!</p> <p>In the meantime, if you have any questions, suggestions, comments or anything else you would like to share, please reach out to us by sending a message to <a href="mailto:marketingmatters@tilburguniversity.edu">marketingmatters@tilburguniversity.edu</a>.</p> <p>Thank you for listening and until the next! Bye!”</p>	