

## EXPLORING MARKETING AT THE WALT DISNEY WORLD® RESORT

The Disney Exploration Series offers students the unique opportunity to learn more about how the *Walt Disney World®* Resort operates in key areas. Each class is highly interactive and encourages each participant to full experience the 47 square miles of the *Walt Disney World®* Resort as a learning laboratory. This opportunity consists of a series of conversations and presentations facilitated by Disney leaders across the resort, each sharing his or her own insight and experiences. Each of these series consists of eight sessions, meeting once per week for two to three hours in length.

### 1. Introduction to Disney Exploration Series

*The DES overview session is designed to provide the students with the following:*

- a. Receive an overview of the Disney Exploration Series
- b. Explore opportunities to network effectively with presenters
- c. Review tips on how to participate fully in each session
- d. Discover helpful tools & resources
- e. Examine personal learning style

### 2. Global and Walt Disney World Marketing (General Marketing)

*This session provides participants with a look at national campaigns and how cast members truly bring them to life.*

- a. Discuss the elements of a global marketing plan
- b. Examine the history of Disney's successful global celebrations from a marketing perspective
- c. Recognize the importance, in a global environment, of seamlessly integrating the marketing of multiple theme parks

### 3. Brand Management

*Leaders highlight how the strategic and creative teams work together to maintain and protect the brand.*

- a. Define brand
- b. Explore how Disney uses the power of their brand to their advantage
- c. Differentiate between branding a theme park, resort or attraction
- d. Assess the experience and branding of one of our world famous attractions

### 4. Direct & Customer Relationship Marketing

*Learn how Disney customizes message points to build relationships with guest through the magic of technology.*

- a. Discuss the elements of Customer Relationship Marketing & Direct Marketing
- b. Explore how Disney uses these marketing strategies to communicate to our Guests
- c. Recognize the behaviors, attitudes & motivations of our Guests and how their expectations can drive our marketing efforts

**5. Disney Vacation Club Sales and Marketing Strategies**

*Welcome Home! This session offers a look at one of the company's fastest growing business units and how we differentiate ourselves from others in the industry.*

- a. Define the marketing and sales approach at the Disney Vacation Club
- b. Validate the marketing and sales approach for vacation ownership at Disney
- c. Compare and contrast the Guest and business impact of "renting" versus "owning" property at Disney

**6. Disney Cruise Line Marketing**

*Participants set sail to understand the "magic" and "wonder" of how the Disney Cruise Line reaches a number of segments to position its brand.*

- a. Examine the history and business model of the Disney Cruise Line brand
- b. Discuss the fundamentals which make the Disney Cruise Line the highest rated destination in the Walt Disney Company portfolio
- c. Identify the marketing approach used to sell the Disney Cruise Line brand/product to Guests

**7. Special Events Marketing**

*Learn how Disney Special Events attract diverse segments through unique experiences offered across the Walt Disney World® Resort.*

- a. Describe how Special Events operates within the Walt Disney World® Marketing structure
- b. Apply marketing concepts in a real-world case study
- c. Demonstrate the value of experience in marketing products and services

**8. Disney Exploration Series Closing Session**

*The DES Closing Session is designed to provide the students with the following:*

- a. Debrief on the overall Disney Exploration Series experience
- b. Review tips on how to include the DES experience on a resume
- c. Learn ways to discuss the DES experience in interviews

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