

# MARKETING



## WHAT DOES DISNEY KNOW ABOUT MARKETING?

There are hundreds of positions that require marketing or advertising experience within Disney.

**SYNERGY**—Our company is known worldwide for its creativity, and the diversity of our business allows for a great deal of synergy among our different lines of business. They help us host theme park events, such as the Epcot® International Food & Wine Festival and Disney's California Food & Wine Weekends at Disney's California Adventure® Park.

**PROMOTIONS**—From sweepstakes to exclusive press events, this group helps create excitement about new attractions, theme parks, resorts, products, and events.

**BRAND MANAGEMENT**—Brand managers enhance and protect our brands and themes.

**ALLIANCE MARKETING**—Our company has worked with other corporations to market our products together.

## WHAT CAN THE DISNEY COLLEGE PROGRAM DO FOR ME?

While on the **COLLEGE PROGRAM**, participants have the opportunity to learn transferable skills, such as:

**TIME MANAGEMENT**—Understand how to identify priorities.

**PARTNERSHIP**—Collaborate with other Cast Members to provide a magical experience for our Guests.

**PRODUCT KNOWLEDGE**—Learn to educate our Guests about our service offerings.

**COMMUNICATION**—Interact with Guests and Cast Members from around the world.

**PROBLEM SOLVING**—Make on-the-spot decisions affecting our Guests.

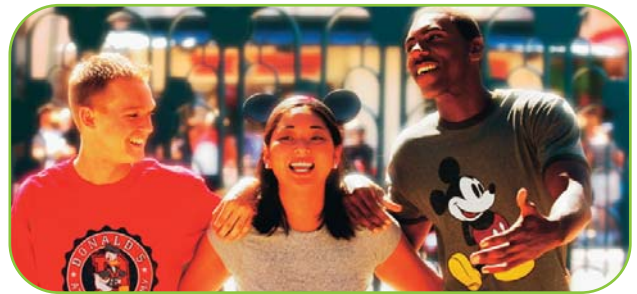
**CONTINUOUS IMPROVEMENT**—Provide constructive feedback to enhance and improve operations.

For more information, please visit us at:

[disneycollegeprogram.com](http://disneycollegeprogram.com)



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*"The Disney College Program gave me the foundation on which to build a career. Practically any job that you can think of, someone is doing that job somewhere for Disney. I have had the opportunity to work in the theme parks building a practical, operational understanding of our business and Guest needs and then take that knowledge and apply it to my current role in Marketing. The Disney College Program unlocks a world of opportunity."*

—Michael Elliott, Global Fulfillment Manager for Disney Destinations – Marketing

## NETWORK, NETWORK, NETWORK!

One of the most valuable parts of the program is the participant's opportunity to network with marketing leaders. There are several networking forums available where participants can listen Disney leaders discuss their current roles and career history.

## WHAT'S NEXT?

Once participants have completed the **DISNEY COLLEGE PROGRAM** they may have the opportunity to apply for one of many Disney Professional or Management internships in areas such as:

- Casting Marketing
- Group & Convention Marketing
- Special Programs Marketing
- Travel Industry Marketing

## THEN, THE SKY'S THE LIMIT!

There are more than 100,000 Disney employees worldwide in businesses such as:

- ABC TV and Radio networks
- Radio Disney
- ESPN, including the cable channel, magazine and Web site
- Hyperion Press
- Disney Consumer Products
- Touchstone Pictures
- Lyric Street Records and Hollywood Records

Dream it. Do it. Disney.

Walt Disney World® Resort | Disneyland® Resort