

To Work! Create your own listening report

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UNIVERSITY
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Learning Objectives

- Students can use online tools to research their own trend
- Students can substantiate and present why their trend is relevant to their audience
- Students are able to perform a systematic listening analysis using digital tools.



Topics

- Personal Pitches
- How to?
- Questions?

Personal presentations



Pitch, **max.** 2 minutes



What is your topic?



Why is your topic important to today's marketers?



Assignment: write a Listening report

How to make a Listening Report? After selecting your theme :

- **Step 1:**

Use a multichannel approach and map relevant **blogs, websites, offline magazines, papers** and **thought leaders** regarding your theme.

- **Step 2:**

Read what they are writing about your theme.

- **Step 3:**

Summarize what they are talking about and write your Listening Report.

Suggestion: limit yourself to **5 sources** per paragraph but use **at least 3**.



Enough inspiration. Start doing it yourself!

Make your own listening report!



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Possible trends for your essays

- Blockchain technology
- Social Business
- VR in advertising / advertising in VR
- Storytelling
- Content marketing
- Mobile
- Online customer experience
- Native Advertising
- Fashion
- Cultural sector
- Journalism future

... et cetera

- **In what theme/topic do I want to be a specialist?**



Post Covid theme: what is the new normal in customer service or advertising or branding?



Practice at home:


- Start researching your theme.
- Use it as starting point for your listening report.
- Prove that you used a social listening program in your listening report.





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● Example car industry:

twitter.com/CNN	298M Views
twitter.com/cnni	211M Views
twitter.com/TechCrunch	80.7M Views
twitter.com/realDonaldTrump	63.3M Views
twitter.com/Reuters	62.0M Views
twitter.com/elonmusk	55.5M Views
twitter.com/business	49.6M Views
twitter.com/Forbes	46.6M Views
twitter.com/nytimes	43.9M Views
youtube.com/UCjOl2AUBlVmg2rA_cRgZkFg	41.0M Views

 **Guardian news** @guardiannews 5 days ago
British car industry suffers worst period of decline since 2001 t.co/om43AyLSZP
Influence: 2 Views: 2,902,380

 **Greenpeace** @Greenpeace 14/08/2019 11:01
Time we treated the car industry as the health hazard it is. Cigarette companies are banned from advertising, why not car companies too? t.co/Pxi6dV4YdN #CleanAirNow t.co/1wTQb3Yo5d
Influence: 6 Views: 1,768,412

 **Marketing Week** @MarketingWeekEd 4 days ago
Morning! Here are today's marketing headlines... - @YouTube - @BudweiserUK - @HuaweiMobileUK - UK car industry Plus more in the full round up t.co/5Dqh3WeRuW t.co/8tN0uwx6IS



Select your theme, map your ‘playing field’



Use searching tools to map relevant blogs, websites, offline magazines, papers and thought leaders about your theme (personal branding).



Write your listening report for today's marketers.



- Requirements:
- Listening report: 1500 words (plain text).
 - APA references
 - Include a title page



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Questions?



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Disclaimer

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