

UNLV LIBRARY  
MEDIA RESOURCES CATALOG  
**MARKETING**  
Summer 2009

**30 Second Democracy.**

New York, NY : First Run/Icarus Films,  
(1996)

Provides a comparative history of political television advertising in the United States, Britain and Canada. Looks at how each of these countries has taken widely differing approaches to regulating political advertising on television

1 Video Cassette (51 min., 24 sec.)  
HE8700.76.U6 A2 1996

**30 Second Seduction.**

Films Inc. (1985)

Asks experts and industry leaders to examine the hows and whys behind the production of commercials. You'll learn how advertisers research and develop the visual and verbal approaches they use. Takes a critical look at advertising in the children's market.

Video Cassette (27 min.)  
HF 6146 T42 T44

**The Ad and the Ego: Truth and Consequences.**

California Newsreel (1996)

Discusses how living in an environment saturated with advertising creates a psychology of need. Traces the history of advertising.

Video Cassette (57 min.)  
HF 5822 A22

**The Ad and the Id: Sex, Death, and Subliminal Advertising.**

University of California

Summary in Communications section.  
Video Cassette (28 min.)  
HF 5813 U6 A42

**Advertising.**

Films for the Humanities (2001)

Video Cassette (51 min.)  
HF5821 A27 2001

**Advertising Age Best TV Commercials of the Year. 1986**

Crain Communications Inc. (1986)

2 Videodiscs  
HF6146.T42 A38x 1986 pt. 1-2

**Advertising Age Best TV Commercials of the Year. 1987**

Crain Communications (1988)

1 Videodiscs  
HF6146.T42 A38x 1987

**Advertising Agency.**

D.E. Visuals (1990)

Discusses various services that advertising agencies perform for their clients. Explains how agencies are commonly organized into four functional areas.

Video Cassette (22 min.)  
Guide  
HF 6178 A38

**Advertising Alcohol.**

Cambridge Films (1996)

Examines the images used by advertisers to sell alcohol. Demonstrates how some advertising deliberately disguises the warning signs of problem drinking.

Video Cassette (30 min.)  
HF 6161 L46 A38

**Advertising Layout.**

D.E. Visuals (1989)

Pt. 1 discusses space allocation and uses of illustration, headline, copy and logo with demonstrations of basic art layout and mechanics. (20 min.)

Pt. 2 discusses proportion, design components, arrangement formats, visual direction and visual organization. (17 min.)

2 Video Cassettes  
2 Guides  
HF 5825 A382 pt. 1-2

**Advertising Layout.**

D.E. Visuals (1985)

180 Slides  
3 Cassettes  
3 Scripts  
HF 5825 A38 pt. 1-3

**Advertising and Marketing on the Internet.**

D.E. Visuals (2002)

Discusses the advantages and disadvantages of advertising and marketing on the Internet, common internet marketing strategies, and how to develop a web site

1 Video Cassette (25 min., 30 sec.)

HF5415.1265 .A38 2002

**Advertising Media.**

D.E. Visuals (1987)

Discusses advertising that brings communicator and audience together and the importance of proper media selection.

Video Cassette (22 min.)

Guide (8 p.)

HF 5826.5 A382

**Advertising Media.**

D.E. Visuals

76 Slides

Booklet

HF 5826.5 A38

**Alternative Media: Reaching Today's Consumer.**

D.E. Visuals (1994)

The potential advantages and disadvantages of alternative media are covered. Presents advertising strategies, targeting highly defined markets, out-of-home advertising, specific market advertising, direct mail advertising, direct response television advertising, and interactive television.

Video Cassette (24 min.)

Booklet (4 p.)

HF 5826.5 A47

**Annual Healthcare Advertising Awards.**

Healthcare Marketing Report (1985)

Video Cassette (1 hr. +)

Cassette

Yearbook (103 p.)

HF 6161 H7 A56 1985

**Basic Marketing: A Global-Managerial Approach.**

McGraw-Hill (2002)

Accompanying videos for the 14th edition of the textbook Basic marketing : a global-managerial approach. These videos show marketing strategies of successful companies.

**Tape.1.**

**segment 1.** Introduction to the study of marketing (13:41).

**segment 2.** Global automakers battle for their share of the luxury car market (13:00).

**segment 3.** Deere & Company responds to market opportunities (17:00) –

**Tape 2.**

**segment 4.** Market diversity : segmentation, and targeting (17:15).

**segment 5.** Business to business marketing at Cummins Electric Company (14:20).

**segment 6.** Gathering marketing information (16:15)

**Tape 3.**

**segment 7.** Product management at Hillerich & Bradsby (14:32).

**segment 8.** Polk Audio : using technology to create successful new products (12:00).

**segment 9.** Getting the product to the consumer : the Pepsi channel of distribution (12:00).

**segment 10** B Telxon Corporation : reducing the cost of physical distribution through information technology (14:30) tape 4.

**segment 11.** Successful retailing strategies (14:29).

**segment 12.** Goodyear's Aquatred : an award-winning integrated marketing communications campaign (9:45).

**segment 13.** Real California cheese : branding & promoting a commodity product (4:25).

**segment 14.** Personal selling : helping customers solve problems (15:00)

**tape 5.**

**segment 15.** Advertising--the global cola wars (17;24).

**segment 16.** Factors in the successful pricing decision (20:00).

**segment 17.** Services marketing (16:57)

**tape 6.**

**segment 18.** Creative marketing strategies (17:10).

**segment 19.** Marketing ethically in a consumer-oriented society (13:25).

**Basic marketing: A Global-Managerial Approach. (cont')**

**segment 20.** Marketing in the hardwood industry (12:51)

**tape 7.**

**segment 21.** Celestial Seasonings : new products for new markets (14:11).

**segment 22.** New-product development at Briggs and Stratton (15:00).

**segment 23.** Frog's Leap Winery (17:50)

**tape 8.**

**segment 24.** Strategic marketing planning in the Girl Scouts (10:58). **segment 25.**

Strategy planning : the new introduction of the Volkswagen Beetle (14:50).

**segment 26.** Royal Appliance

Manufacturing Company : Dirt Devil (15:55)

8 videocassettes (374 min., 24, sec.) :

8 videocassettes (374 min., 24 sec.)

**Basic Marketing: A Global-Managerial Approach. (2004)**

McGraw-Hill/Irwin (2004)

**Tape 1.**

**segment 1.** Introduction to marketing (chpt.1-2).

**segment 2.** YUM! brands : multibranding in the QS segment of the restaurant industry (chpt.3).

**segment 3.** Deere & Company responds to market opportunities (chpt.4)

**Tape 2.**

**segment 4.** Market diversity and targeting (chpt.5-6).

**segment 5.** Business-to-business marketing at the Timken Company (chpt.2,7).

**segment 6.** Business-to-business marketing at the Cummins Engine Company (chpt.7).

**segment 7.** Gathering marketing information (chpt.8)

**Tape 3.**

**segment 8.** Produce management at Hillerich & Bradsby (chpt.9).

**segment 9.** Clean Shower : new product development and launch strategy (chpt.10).

**segment 10.** PepsiAmericas : a bottler/wholesaler in the Pepsi channel of distribution (chpt.11-12)

**Tape 4.**

**segment 11.** Physical distribution : innovation and technology (chpt.12-13).

**segment 12.** Successful retailing strategies (chpt.13).

**Basic Marketing: A Global-Managerial Approach. (2004) (cont')**

**segment 13.** Goodyear's Aqualred : an award-winning integrated marketing communications campaign (chpt.14).

**segment 14.** Real California cheese : branding and promoting a commodity product (chpt.9,14,16)

**Tape 5.**

**segment 15.** Personal selling : helping customers solve problems (chpt.7,15).

**segment 16.** Promoting Kentucky tourism : advertiser/agency relationship (chpt.14,16).

**segment 17.** Factors in the successful pricing decision (chpt.17-18)

**Tape 6.**

**segment 18.** Services marketing (chpt.9,21).

**segment 19.** Creative marketing strategies (chpt.2,21).

**segment 20.** Marketing ethics : current issues and new challenges (chpt.22)

**tape 7.**

**segment 21.** video case 1. Suburban regional shopping malls : can the magic be restored? (chpt.2,4,13).

**segment 22.** video case 2. Celestial Seasonings : new products for growth markets (chpt.2-4,10).

**segment 23.** video case 3. New product development at Briggs and Stratton (chpt.9-10).

**segment 24.** video case 4. Frog's Leap Winery (chpt.9-10,20-21)

**Tape 8.**

**segment 25.** video case 5. Strategic marketing planning in the Girl Scouts (chpt.2,19-21).

**segment 26.** video case 6. Strategy planning : the new introduction of the Volkswagen Beetle (chpt. 2,19-20).

**segment 27.** video case 7. Royal Appliance Manufacturing Company : Dirt Devil (chpt.19-21)

8 videocassettes

HF5415.13 .M36912 2004 # 1-8

**The Benetton Story.**

Films for the Humanities (1993)

Examines the reasons for the success of the Italian-owned family firm that is one of the world's most successful companies. Looks at its shocking advertising campaigns, clear brand image, corporate structure, the role of franchising to minimize investment risk, and its aggressive expansion into the Third World.

Video Cassette (40 min.)  
HD 9940 I84 B45

**The Best of Broadcast Commercials: Ads on the Former Socialist Screen.**

Films for the Humanities (1992)

Shows the Hungarian angle on shoes, planes, clothes and AIDS information. Interviews producers and directors of the International and the Hungarian Advertising Federation.

Video Cassette (58 min.)  
HF 6146 T42 A37

**The Best of Broadcast Commercials: From Cookies to Corn Flakes.**

Films for the Humanities (1992)

Analysis by producers, directors, and members of the '89 Cannes Broadcast Commercial jury.

Video Cassette (58 min.)  
HF 6146 T42 F76

**The Best of Broadcast Commercials: From Scooters to Fryers.**

Films for the Humanities (1994)

Award winning ads for Peugeot scooters, Mazda batteries, cheese, chocolate drink, face cream, chickens, ovens, cameras, copiers, loans, and the Yellow Pages. Includes interviews with copywriters, agency directors, and producers.

Video Cassette (1 hr. 2 min.)  
HF 6146 T42 F763

**The Best of Broadcast Commercials: Sneakers, Laptops, and the Homeless.**

Films for the Humanities (1994)

Nike, Apple, Pepsi, McDonald's, fast cars, fast food, dog food, public service award winners for the Red Cross, anti-drinking/driving, The Coalition for the Homeless. Seventy-five ads and interviews with Joe Pytka, CD Jeff Goodby, CDs Adrian Hayward and Fujio Iwasaki, and London director Tarsem.

Video Cassette (1 hr. 16 min.)  
HF 6146 T42 S64

**Best of Commercials.**

Moon River (1993)

Classic commercials from the 50's and 60's.

2 Video Cassettes (1 hr.)  
HF 6146 T42 B47 v. 1-2

**The Best of Howard Feiertag: Successful Sales Ideas.**

AHMA Educational Institute (1992)

6 Cassettes  
Workbook (51 p.)  
TX 911.3 M3 F43

**Best Spots of the Year 1995.**

ADWEEK (1995)

Video Cassette (33 min.)  
Index  
HF 6146.T42 B48

**Beyond Killing us Softly: The strength to resist : the impact of media images on women and girls.**

Cambridge Documentary Films (2000)

A documentary about the fight against the toxic and degrading messages to women and girls that dominate the media. The film presents the leading authorities in the fields of psychology of women and girls, eating disorders, gender studies, violence against women, and media literacy -- and focuses their ideas on practical solutions and the best tactics for reclaiming our culture.

Video Cassette (34 min.)  
HF 5827.85 B48

**(Beyond Killing us Softly) The Strength to Resist : The Impact of Media Images on Women and Girls.**

Cambridge Documentary Films (2001)

A documentary about the fight against the toxic and degrading messages to women and girls that dominate the media. The film presents leading authorities in the fields of psychology of women and girls, eating disorders, gender studies, violence against women, and media literacy -- and focuses their ideas on practical solutions and the best tactics for reclaiming our culture.

1 videodisc (34 min) + 1 guide (101 leaves)

HF5827.85 .B482 2001

**Big Bucks, Big Pharma: Marketing Disease & Pushing Drugs.**

Media Education Foundation (2006)

"Big Bucks, Big Pharma pulls back the curtain on the multi-billion dollar pharmaceutical industry to expose the insidious ways that illness is used, manipulated, and in some instances created, for capital gain. Focusing on the industry's marketing practices, media scholars and health professionals help viewers understand the ways in which direct-to-consumer (DTC) pharmaceutical advertising glamorizes and normalizes the use of prescription medication, and works in tandem with promotion to doctors. Combined, these industry practices shape how both patients and doctors understand and relate to disease and treatment. Ultimately, Big Bucks, Big Pharma challenges us to ask important questions about the consequences of relying on a for-profit industry for our health and well-being"—Container.

1 videodisc (46 min.)

HD9665.6 .B54 2006

**The Big Pitch: Marketing Las Vegas.**

Real to Reel Series (1982)

Examines the work of the LVCVA Advertising and Tourism and Convention Dept. to see how Las Vegas is competing against tough economic times and increasing competition.

Video Cassette (30 min.)

G 155 U6 B54

**Billion Dollar Day.**

Learning Corp. of America (198?)

An inside look at the volatile Currency Exchange Market. Travels to New York, London, and Hong Kong to profile three traders who, in one day, gamble a combined total of more than \$1 billion.

Video Cassette (30 min.)

HG 3851 B44

**Boeing vs. the World.**

Learning Corp (1983)

The industry leader's plan to stay above the competition.

Video Cassette (30 min.)

HD 9711 U5 B64

**Brand Marketing: Why We Eat, Drink, And Wear Brand Names**

Learning Seed (2000)

The change from purchasing goods and commodities to that of purchasing brand names is a revolution in marketing as well as a change in how we view the world.

Video Cassette (19 min.)

HD69.B7 B722 2000

**Brown is the New Green.**

PBS Home Video, c2007

Film examining how efforts to profit from Hispanic American culture have contributed to the shaping of its contemporary identity. The documentary's focal point is comedian George Lopez, an icon and advocate for Hispanic Americans' move into the mainstream. Features conversations with members of the Hispanic American youth market. Also includes interviews with Lopez and other Hispanic Americans.

1 videodisc (ca. 60 min.)

E184.S75 B76 2007

**Buy-ology.**

Films for the Humanities and Sciences  
(2002)

Americans, as a whole, live in a constant state of acquiring and discarding, collectively spending billions of dollars and innumerable hours on shopping every day of the week. This two-part series draws on experimental data, anecdotal case studies, and interviews with experts to scrutinize why people buy and how sellers manipulate their desires.

2 videodiscs  
HF5415.2 .B88 2002 pt.1 -2

**Buying Trouble: Ethics Issues in Purchasing.**

Ethics Resource Center (1989)

Vignettes portray employees from different business functions and at various levels of responsibility. Raises discussion about ethics principles, standards of conduct, responsibilities of the decision maker, and implications for company policies.

Video Cassette (30 min.)  
Guide (71 p.)  
HF 5387 B95

**Cash on the Vine.**

MTI Telegrams Inc.

Enter the affluent, but highly competitive world of fine wine with Sandra and Bill Maclver, owners of the Matanzas Creek winery in Sonoma, Ca. One of a growing number of wineries that produce wine in limited quantities and at high prices, Matanzas Creek must decide whether to expand and risk the dangers of growing too quickly and possibly losing its "elite" image.

Video Cassette (28 min.)  
HD 9371.9 M37 C37

**The Casino.**

Ciné Fête, c2006

"The casino promotes games of chance, but in reality, it is the one place where they leave nothing to chance. The world of gaming and gambling is growing and constantly changing. Casinos are doing everything they can to keep on top of the latest in the industry: the schemes to attract players; the technology to track them; the newest designs of slot machines; and the latest crooked scams. We learn the insider scoop and peek behind the 'employees only' doors to find out about the ever-changing and challenging world of the casino"—Container.

1 videodisc (46 min.)  
HV6711 .C315 2006

**Casino Signs, Inc.**

Casino Signs

Advertisement for Casino Signs, Inc., a company with offices in Las Vegas and Sparks, Nevada, that makes neon, fluorescent, and animated graphics signs for the interiors of casinos. Shows how the company makes signs and shows some of the signs the company has made.

Video Cassette (9 min.)  
HD9697.S544 C372 1990z

**Century of the Self.**

BBC, [2006]

Four programs describing the psycho and social issues affecting 20th century consumerism against the backdrop of the development of Freudian psychology. Part 1: Explores the emotional connection to consumerism and the psychological motivation of desires over needs through the historical context of the early 20th century; the use of propaganda and the promotion of Freudian ideologies. The work of Edward L. Bernays, public relations specialist and nephew of Freud, is discussed. Part 2: Post-WWII growth of psychoanalysis in America. Comments on the work of Ernest Dichter. Part 3: 1960's questioning of Freudian principles, liberation of feelings vs. suppressing primitive animal instincts. Part 4: How politicians in Britain and America create, control and respond to this idea.

2 videodiscs (236 min.)  
HC79.C6 C46 2006

**The Challenge From Asia: Korea.**

Films for the Humanities (1993)

As Pacific Rim countries heighten their expansion into world markets, the impact is felt in Japan as well as in the West. Korea, the subject of this analytical documentary, is already posing a serious threat to Japan's once-comfortable position in the world market.

Video Cassette (52 min.)

HC 467 C43

**Channels of Distribution.**

D.E. Visuals (1991)

Discusses advantages and disadvantages of direct and indirect distribution, common consumer and industrial market channels, channels in the service industries, vertical marketing systems and strategic channel decisions.

Video Cassette (28 min.)

Guide

HF 5415.129 C43

**Channels of Distribution.**

D.E. Visuals

Booklet

Cassette

70 Slides

HF 5415 I29 C42

**Chef's Special.**

Learning Corp (1983)

The story of a young San Francisco entrepreneur, a former chef, who wages a difficult battle to make his dream of a successful restaurant ownership come true.

Video Cassette (30 min.)

TX 911.3 M27 C53

**Children in Advertising.**

Television Register (1993)

Television advertisements with children in them from the U.S., European countries, and Japan. Advertisements made from Feb. 1970 - Oct. 1991.

Video Cassette (26 min.)

List

HF 6146 T42 C43

**Cigarettes: Who Profits? Who Dies?**

Films for the Humanities (1992)

Discusses the tobacco industry's efforts to promote smoking and export products to developing countries.

Video Cassette (1 hr.)

HV 5740 C53

**Classification of Consumer & Industrial Goods.**

D.E. Visuals

60 Slides

Cassette

Booklet

HF 1040.7 C66

**Coke on the rocks?**

Films for the Humanities & Sciences (2006)

Originally broadcast as a segment of the BBC television series The Money Programme in 2005.

1 videodisc (29 min.)

HD9349.S634 C65 2006

**The Colonel Comes to Japan.**

Learning Corp (1983)

Mitsubishi is the largest chicken grower in Japan. In America Colonel Sanders has a recipe for fast food success. Here's the story of how the two combined when Kentucky Fried Chicken was invited to set up shop in Japan.

Video Cassette (30 min.)

TX 945.5 K45 C64

**Commercial Success.**

Educational Instructional Videos (1990)

86 of The New York Festival's 1990 TV/Cinema Advertising Gold Medal Winners.

Video Cassette (1hr. 6 min.)

HF 6146 T42 C62

**Communication is Power: Mass Media and Mass Persuasion.**

Center for Humanities

An examination of the techniques and impact of mass media. Explores the language of advertising, violence in the media and the effects of media in politics.

240 Slides

3 Cassettes

P 90 C65 pt. 1-3

**Competitive Edge: Sales Strategies for Small Properties.**

Educational Institute of the American Hotel & Lodging Association (2005)  
 Discusses how to make a hotel/motel property more profitable by actively marketing it. Shows how to identify curb appeal and strengths over competitors, how to create an effective sales packet, how to target and approach specific local markets, how to overcome objections and close the sale, and how to build and maintain profitable community relations.  
 1 videodisc (ca. 27 min.)  
 TX911.3.M3 C653 2005

**Consuming Images.**

PBS (1989)  
 Summary in Philosophy section.  
 Video Cassette (1 hr.)  
 PN 1992.6 C66

**Consuming Kids: The Commercialization of Childhood.**

Media Education Foundation, c2008  
 This DVD throws desperately needed light on the practices of a relentless multi-billion dollar marketing machine that now sells kids and their parents everything from junk food and violent video games to bogus educational products and the family car. Drawing on the insights of health care professionals, children's advocates, and industry insiders, the film focuses on the explosive growth of child marketing in the wake of deregulation, showing how youth marketers have used the latest advances in psychology, anthropology, and neuroscience to transform American children into one of the most powerful and profitable consumer demographics in the world. It raises questions about the ethics of children's marketing and its impact on the health and well-being of kids.  
 1 videodisc (67 min.)  
 HF5415.33.U6 C665 2008

**Contemporary Marketing.**

Dryden Press (1990)  
 See online catalog company case studied.  
 5 Video Cassettes (10 hrs.)  
 HF 5415 C64 vol. 1-5

**Creative Tabloid Design Work-Kit.**

CASE Creative Communications (1980)  
 Contains examples of 27 tabloids, a bonus tabloids full of ideas on the future in typography and design, a work-kit guide, and type-face samples.  
 Kit  
 Z 253 H42

**Curt Carlson.**

Syber Vision (1986)  
 Summary in Hospitality section.  
 Video Cassette (45 min.)  
 HD 2731 C87

**Death in the West.**

Pyramid Film & Video (1983)  
 Repeat of the documentary Death in the West : The Marlboro man, originally broadcast by Thames Television in 1976 as well as a follow-up of the six cowboys characterized in the film as the Marlboro man who are all dying of smoking-induced illnesses.  
 1 Video Cassette (32 min.)  
 HV5740 .D42 1983

**Dog Fight Over New York.**

Learning Corp (1983)  
 Deregulation lets brash newcomer New York Air compete with Eastern's shuttle.  
 Video Cassette (30 min.)  
 HE 9803 Z765

**Effectiveness Measurement Tools and Techniques.**

Films for the Humanities (2000)  
 "Dispelling the belief that click through rate is the ultimate online benchmark, this program identifies which cyber-factors e-tailers need to measure, how they should go about quantifying them, and how they should interpret and apply the resulting data. The interrelationship between impressions, click-through, and conversions is explained by e-commerce experts, along with the use of Internet research analyst services, ad servers, and path-tracking software to assist in gauging the success of an online ad campaign or to optimize a Web site."--Container  
 1 Video Cassette (13 min.)  
 HF5548.32 .E33 2000

**Export for Profit.**

U.S. Chamber of Commerce (1983)

The opportunities for added profits from exports are so great that more and more companies are motivated to consider expanding their business in foreign markets. Takes you step-by-step through the levels of export business.

72 Slides  
Cassette  
Booklet (20 p.)  
HF 1009.5 E92

**Feiertag on Sales: Tips for General Managers.**

Educational Institute AH & MA (1990)

Determining Your Company's Position in the Marketplace

Maintaining Awareness of Sales

Activity

Improving Productivity in the Sales

Operation

Supervising the Sales Force

Communicating Management

Expectations

Motivating the Sales Force

Cassette

TX 911.3 M3 F44

**From Advertising to Integrated Marketing Communications.**

NTC Business Video (1993)

Addresses the issue of advertising's weakened ability to deliver customers. In session one Schultz challenges viewers to confront the fact that mass media advertising, by itself, no longer works. In session two he describes integrated marketing communications --- a new way of thinking about and responding to customers.

Video Cassette (42 min.)

Book (218 p.)

HF 5415.123 F76

**Global Business: An Overview.**

Penn State (1992)

Panelists discuss international advertising and marketing strategies for companies trying to enter the international market.

Video Cassette (29 min.)

HF 1416 G54

**Harvey Mackay on Customer Service.**

Goldhirsh Group Inc. (1993)

Discusses how to improve customer service by such methods as innovation and taking risks.

Video Cassette (1 hr. 20 min.)

HF5415.5 H37

**How Clothing is Sold: Merchandising Fashion.**

Learning Seed (2003)

Explores modern merchandising strategies. Shows the difference between the garment industry and the fashion business.

1 Video Cassette (20 min.) 1 guide  
(20 p., 22 cm.)

HD9940.A2 .H68 2003 + guide

**How To Get Results With People.**

CareerTrack Publications (1985)

Summary in Business/Economics section.

Video Cassette (1hr. 45 min.)

HF 5549.5 L4 H68

**A Hunger for Pesos/A Yen for Dollars: A Case Study in International Marketing.**

RMI Media Prod (1991)

Explores the international marketing activities of Carls Jr. and MOS Foods West. Examines the particular challenges faced by each company and compares the two perspectives and philosophies.

Video Cassette (30 min.)

HF 1416.5 H85

**If Japan Can...Why Can't We?**

Films Inc. (1980)

Examines the problems of productivity in American business by comparing our systems with those of the Japanese. Highlights programs used by the Japanese which are designed to give workers a greater sense of responsibility and participation in the design and conduct of their work.

Video Cassette (1hr. 10 min.)

HC 462.9 I34

**The Image Makers.**

PBS Video (198?)

Summary in Communications section.

Video Cassette (3/4", 58 min.)

HD 59 I52

**In Search of Excellence.**

Nathan/Tyler Productions (1984)

A tour of American business in action. Filmed on location at "excellent" companies all over America.

Video Cassette (1 hr. 30 min. )  
HD 70 U5 I52

**India Inhales.**

Bullfrog Films (2000)

Part 12 of a series on how they globalized world economy affects ordinary people. Every day in India, another 55,000 children start smoking. This film explores the cynicism of the major global tobacco companies' campaigns in India with particular reference to the largest firm in India, ITC Limited. It also looks at the work of activists who have pledged to try to stop them -- and to halt the soaring increase in cancer cases in India that result from smoking.

Video Cassette (24 min)  
HV5770.I4 I53 2000

**The Industry Leaders and Online Strategy.**

Films for the Humanities (2000)

"In this program, leaders in the field of online marketing cut through the confusion to lay out the principles of driving traffic, branding, and targeting on the Internet. Executives from companies offer keen insights into a wide range of topics, such as the value of online linking, how to effectively integrate offline and online brands, and the use of focus groups and site registration to gather demographic information in niche communities."--Container.

1 Video Cassette (13 min.)  
HF5415.1265 .I53 2000

**International Branding in the 21st Century.**

PBS Home Video

The man who is getting Europeans to buy online in 13 languages, Jim Rose, CEO of ZXL.com, meets the man who hopes to get the Old World thinking anew about marketing online, Kevin Roberts, CEO of Saatchi & Saatchi. Topics include the CEO and corporate culture; international branding; and old and new media.

Video Cassette (57 min.)  
HF5415.1265 I57 2000

**International Marketing: Breaking Down the Great Wall.**

RMI (1985)

Highlights the marketer's principal problems in dealing with foreign markets and describes strategies developed by Fluora, a multinational corporation, to overcome these problems.

Video Cassette (30 min.)  
HF 5415 M29747

**Invisible Persuaders: The Battle for Your Mind.**

The Learning Seed (1994)

A program about the invisible clues we use to make judgments. Helps viewers develop a radar-like early warning system to detect subtle and invisible attempts to persuade. Discusses how professional persuaders use these invisible clues to influence your opinions and decisions.

Video Cassette (22 min.)  
Guide (15 p.)  
BF 637 P4 I58

**Kathleen Hall Jamieson on Political Advertising.**

Films for the Humanities & Sciences [distributor] (2003)

Political and media analyst Kathleen Hall Jamieson shares her analyses of American political ads, including "issue" and "attack" ads, to show their actual agendas. Moyers and Jamieson discuss how these ads affect future elections and American politics in general.

1 videodisc (71 min.)  
JF2112.A4 K37 2003

**Killing Us Softly: Advertising's Image of Women : A Film.**

Cambridge Documentary Film (1979)

Explores the image of women presented by modern advertising. Illustrates the use of women as sex objects.

1 Video Cassette (30 min.)  
HF5827.85 .K54 1979

**Lobbying for Lives.**

Pyramid Film & Video (1990)

Story of the Canadian Parliament's passage of two bills limiting the power of tobacco industries and products in Canada. Results of bills ban all tobacco advertising, promotions, and smoking in workplaces and require stronger warnings on packages.

Video Cassette (30 min.)

KE 1612 T6 L62

**London International Advertising Awards. 1992, Humor.**

Presents humorous award-winning advertisements from television and cinema.

Video Cassette (46 min.)

List

HF 5816 L65

**The Making of a Package Deal.**

Learning Corp. of America ( 1981 )

Corporations own a large part of the publishing, recording, broadcasting, and movie industries. Companies in those industries have begun to look for package deals or "blockbusters" that can do well in one medium and can spin off marketing opportunities in others. "The Day the "Bubble Burst" is such a property. Does it work?

Video Cassette (30 min.)

HD 30. 36 M3

**Marketing Booze to Blacks.**

CSPI IBCA (1990)

Exposes the messages in alcohol ads and raises questions about the industry's support of civic groups.

Video Cassette (17 min.)

Guide (7 p.)

HF 6161 L46 M37

**The Marketing Environment.**

RMI (199?)

Describes the marketing of Coca-Cola in Japan.

Video Cassette (10 min.)

HF 5415.12 J3 M37

**Marketing Nonprofit Organizations.**

D.E. Visuals (1990)

Discusses the emerging emphasis on marketing activities by nonprofit organizations and how they apply the marketing concept.

Video Cassette (20 min.)

Guide

HF 5415.122 M427

**Marketing on the Web.**

TV Choice, Ltd (2000)

Discusses the design and marketing of business oriented Web sites. Looks at the way two particular companies, W.H. Smith Booksellers and Madaboutwine.com, have succeeded in the Internet shopping world.

Video Cassette (29 min.)

HF5548. 32 M43 2000

**Marketing Warfare.**

Home Communications (1986)

Taped at Direct Marketing Day in New York, discusses applying military strategy to marketing.

Video Cassette (30 min.)

HF 5415 M32327

**Marketplace Ethics.**

Ethics Resource Center (1990)

Developed to aid commercial businesses in understanding their ethical responsibilities. Presents five short scenarios which depict common ethics issues and conflicts likely to arise in a commercial sales and marketing environment.

Video Cassette (30 min.)

Guide (116 p.)

HF 5387 M346

**Media and Meaning: Human Expression and Technology.**

Center for Humanities

160 Slides

2 Cassettes

P 91 M44 pt. 1-2

**Media Interrupted: The Dissection of Media in American Culture.**

Cambridge Educational (2001)

Philosophers, communication professors, and advertising executives discuss various aspects of the media's influence on American society.

**[pt. 1].** Why we do what we do (22 min.)

**[pt. 2].** Why we buy what we buy (18 min.)

**[pt. 3].** Sexual stereotypes in the media (19 min.)

3 videodiscs (59 min.)

P94.65.U6 M43 2001 pts. 1-3

**Merchandising: The Store As Persuasion**

Learning Seed (2002)

Looks at the tactics store owners to lure in customers and then encourage them to purchase. Learn about store layout, shopping cart sizes, background music, markup, visual displays and more.

Guide

Video Cassette (24 min.)

HF5414.165 M47 2002

**The Merchants of Cool.**

PBS Video

Explores the culture in which today's American teenager is growing up and how they've come to view themselves and their parents.

Video Cassette (60 min.) or

1 videodisc (ca. 60 min.)

HQ796 .M42 2001 (VHS)

HQ796 .M42 2003 (DVD)

**The Merchants of Cool: A Report on the Creators & Marketers of Popular Culture for Teenagers.**

PBS Home Video (2005)

The world of advertising has become inundated with marketing for teenagers. This episode of Frontline explores the pop culture manipulated and created by corporate America for the American youth.

1 videodisc (60 min.)

HQ799.2.M35 M46 2005

**Mini Dragons.**

Ambrose (1987)

Explores the personal stories of men and women the Pacific Rim countries. Captures the challenges faced by people as they grapple with transition to new technology based economies.

South Korea (54 min.) HC 467 S68

Taiwan (54 min.) HC 430.5 T33

Hong Kong (53 min.) HC 470.3 H65

Indonesia (1 hr.) HC 441 M55 pt. 1

Malaysia (1 hr.) HC 441 M55 pt. 2

Thailand (1 hr.) HC 441 M55 pt. 3

Singapore (54 min.) HC 445.8 S55

7 Video Cassettes

**Money Talks: Profits Before Patient Safety.**

Hummingbird Pictures, 2006

An in-depth, academic perspective on the questionable marketing tactics of the pharmaceutical industry, featuring the commentary of investigative journalists and medical professionals.

1 videodisc (50 min.)

HD9666.5 .M66 2006

**The Monster that Ate Hollywood.**

PBS Video (1999)

The large motion picture production studios are now merely sub-divisions of multi-national corporate "nation-states" whose focus is on producing the blockbuster. The massive production and promotion budgets required for such films render it nearly impossible for all but a few films to break even, thus draining away the possibilities that more modestly creative projects will ever be produced.

Video Cassette (60 min.)

PN1993.5.U65 M63 1999

**Nonverbal Communication.**

D.E. Visuals (1991)

Discusses how nonverbal communication can either work for or against you in supervisory and selling situations. Topics include proxemics, objects, posture and gestures.

Video Cassette (27 min.)

Guide

BF 637 N66 N65

**Nonverbal Communication.**

D.E . Visuals (1986)

Discusses how nonverbal communication can work for or against you in supervisory and selling situations. Special projects include proxemics, objects, posture, and gestures.

80 Slides

Script

BF 637 C45 N66

**Not By Jeans Alone.**

Learning Corp. of America (198?)

The Levi Strauss Company sought to move beyond jeans to "Levi Tailored Classics" --- a market opening attempt that encountered problems in a fast changing marketplace. Covers executive level meetings, design conferences, public opinion research, retail sales, and ad campaigns .

Video Cassette (29 min. )

HD 9940 U64 L455

**One World.**

Insight Media (1992)

Looks at how increased globalization of business and economic interdependence of nations has affected the process of selling.

Video Cassettes (29 min.)

HD 62.4 O54

**Pack of Lies: The Advertising of Tobacco.**

Foundation for Media Education (1992)

Using examples of over 80 ads and making use of secret corporate documents, this video exposes the advertising strategies of the tobacco industry. Reveals the manipulative way in which the "pack of lies" is spread.

Video Cassette (35 min.)

HF 6161 T6 P32

**The Persuaders.**

PBS Home Video (2004)

Examines the "persuasion industries" of advertising and public relations. Shows how marketers have developed new ways of integrating their message into the fabric of our lives. Explores how the culture of marketing has come to shape the way Americans understand the world and themselves and how the techniques of the persuasion industries have migrated to politics.

1 videodisc (ca. 90 min.)

HF5813.U6 P47 2004

**Physical Distribution.**

D.E. Visuals (1991)

Covers transportation, warehousing, and inventory costs. Topics are advantages and disadvantages of each transportation mode, intermodal systems, reciprocal costs and distribution centers.

Video Cassette (23 min.)

Guide

HF 5415.7 P59

**Playing Unfair: The Media Image of the Female Athlete.**

Media Education Foundation (2002)

"It has been 30 years since Title IX legislation granted women equal playing time, but the male-dominated world of sports journalism has yet to catch up with the law. Coverage of women's sport lags far behind men's, and focuses on female athletes femininity and sexuality over their achievements on the court and field."-- Container

1 Video Cassette (30 min.)

GV709 .P54 2002

**Political Advertising of the 60s.**

London Int. Advertising Awards (1992)

Video Cassette (45 min.)

List

JF 2112 A4 P64

**Political Advertising of the 80s.**

London Int. Advertising Awards (1992)

Video Cassette (1 hr.)

List

JF 2112 A4 P642

**Political Campaign Ads: 1952-1988****Shorter Ads.**

Presidential Campaign Television  
Ads.  
Video Cassette (1 hr.)  
HE 8700.76 U6 H58

**Political Campaign Ads: 1952-1988****Longer Ads.**

Video Cassette (1 hr. 50 min.)  
HE 8700.76 U6 N55

**Political Campaign Ads: 1952-1988****Negative Ads.**

Video Cassette (1 hr. 7 min.)  
HE 8700.76 U6 P64

**The Pitch.**

Filmwest Associates (1998)  
Behind the scenes in a Sydney  
advertising agency showing how ideas are  
produced and transformed into advertising  
campaigns.

1 Video Cassette (48 min.)  
HF6182.A8 P57 1998

**Print Media.**

D.E. Visuals (1994)  
Presents the potential advantages  
and disadvantages of print media  
advertising. Discusses classification,  
frequency, size and circulation.

Video Cassette (20 min.)  
Brochure  
HF 6107 P75

**Promotion: Polishing the Apple.**

RMI (1985)

A key message of this program is that  
price and target market determine the  
elements and strategy of the promotional  
mix. Study explores the promotional mixes  
developed by Apple Computer Inc.

Video Cassette (30 min.)  
HF 5415 M173

**Promotional Mix Strategy.**

D.E. Visuals (1991)

Outlines the promotional mix areas of  
advertising, personal selling, sales  
promotions, and publicity. Discusses how  
product life cycle, market factors, and push  
vs. pull impact promotional strategy.

Video Cassette (26 min.)  
Guide  
HF5415.13 P76

**Psychology of Advertising.**

D.E. Visuals (1991)

Discusses the importance of  
psychological factors in successful  
advertising.

2 Video Cassettes (36 min.)  
2 Guides  
HF 5822 P783

**Psycho-Sell: Advertising and Persuasion.**

The Learning Seed (1991)

Illustrates techniques and procedures  
advertisers use to influence buying  
decisions. Includes timing, repetition,  
psycho-graphics, brand names, emotions,  
positioning, saliency, The Cinderella  
Syndrome, and demographics.

Video Cassette (25 min.)  
Guide (14 p.)  
HF 5822 P787

**Real Selling.**

Inc. Videos (1989)

Follows 8 sales people as they make  
sales calls and handle difficult and  
unexpected situations.

1. Successful Sales Relationships
  2. Making Effective Sales Calls
  3. How to Deal with Buying Objectives
  4. Closing the Deal
  5. Effective Follow-up
- 5 Video Cassettes (35 min. ea)  
5 Guides  
HF 5438.25 R42 pt. 1-5

**The Real World of Exporting--  
Opportunities and Realities.**

U.S. Chamber of Commerce (1983)

Discusses the foreign trade  
policies and practices which prohibit U.S.  
exports. Problems resulting from these  
restrictions and solutions to them are  
presented.

77 Slides  
Cassette  
Booklet (18 p.)  
HF 1009.5 R43

**Remember Me.**

CRM Films (1991)

A sensitive portrayal of how not to treat customers. Allows the service person to take an illuminating tour through the service world of today.

Video Cassette (20 min.)

Leader's Guide (10 p.)

HF 5415.5 R44

**Researching World Markets.**

Penn State University (1992)

Corporate executives participate in a panel discussion on international market research and initiating international projects.

Video Cassette (29 min.)

HF 1416 R47

**Retail Advertising and Promotion.**

Delmar Publ. (1993)

An exciting look at the world of fashion retailing.

Video Cassette (23 min.)

Guide (24 p.)

HF 5439 C6 R44

**Retail Fashion Promotion.**

D.E. Visuals (1985)

Shows how special events, display, advertising, publicity, and selling must be coordinated for successful fashion promotion. Covers objectives, planning calendars, budgeting, and promotion evaluation.

80 Slides

Script

HF 5439 C6 R47

**Retailing in Europe.**

D.E. Visuals (198?)

66 Slides

Cassette

Guide (6 p.)

HF 5429.6 E97 R47

**Risqué Reel.**

The Television Register (1993)

Collection of television advertisements regarding sex or sexuality.

Video Cassette (28 min.)

List

HF5827 R57

**Sales Promotion.**

D.E. Visuals

80 Slides

Cassette

Booklet

HF 5438.5 S34

**Secrets of Effective Radio Advertising.**

Films for the Humanities (1989)

Tony Schwartz compiles an encyclopedia of radio messages that work -- - commercials and announcements that are written by a master, placed deftly where and when they will do the most good, all on pennywise budgets.

Video Cassette (1 hr. 15 min.)

HF 6146 R3 S42

**Secrets of Selling: How Stores Turn Shoppers Into Buyers.**

Learning Seed (1991)

Reveals some of the most common tactics to help consumers. Illustrates how every detail of a store or mall is "engineered" to encourage a purchase, especially on impulse.

Video Cassette (24 min.)

Guide (22 p.)

TX 335 S42

**Secrets of Shared Leadership.**

Lessons in Leadership (1997)

Experts show how everyone at every level can achieve shared leadership through superior communication and mutual trust.

Video Cassette (90 min.)

HD 57.7 S43

**Sell and Spin: A History of Advertising.**

A&E (1999)

Using examples drawn from ancient times to the present, this program presents a history of the art of selling. Includes a section on current political advertising.

Video Cassette (1 hr. 40 min.)

HF 5811 S44

**The Selling Game.**

National Public Radio

Cassette

HF 5438.25 S44

**Selling New Style.**

Newman Communications Corp. (1980)  
Shows you how to develop the skills that will make you successful with buyers. Explains the principles of active listening and questioning.

Cassette (49 min.)  
HF 5438.25 M665

**The Selling of Terri Gibbs.**

Learning Corp. of America (198?)  
Explores the importance of managers and promoters in a young singer's attempt to become a musical success. The selling of Terri Gibbs is like most new product ventures, but the product is a person. Gibbs must be carefully packaged, promoted, and sold.

Video Cassette (29 min.)  
HF 5415 I53

**Selling Sickness.**

First Run/Icarus Films [distributor] (2004)  
Documentary examines the pharmaceutical industry's marketing of antidepressants with particular emphasis on the firm GlaxoSmithKline. It explores the unhealthy relationships between society, medical science and the pharmaceutical industry as they promote miracle cures - selling not just drugs but also the latest diseases that go with them. It also looks at the growing controversy around SSRI antidepressants (especially as they affect adolescents) and follows British psychiatrist David Healy and patients' accusations that aggressive drug marketing is blurring the boundaries between medical conditions and ordinary life.

1 videodisc (52 min.)  
HD9665.5 .S44 2004

**The 70s Dimension.**

Other Cinema DVD (2005)  
The first part, What the 70s really looked like, shows what the 1970s were like in the United States by showing clips from TV commercials, promotional spots, and public service announcements. The second part, 70s remix, is industrial and educational films from the 70s recycled into collages.

1 videodisc (98 min.)  
E839 .A2 2005

**The Small Business Ad Planner.**

Advertising Planners, Inc. (1981)  
A guide to small business advertising. Promotional Kit Guide (223 p.)  
6 Cassettes  
HF 5823 S616

**Smoke and Mirrors: A History of Denial.**

Pyramid Media, [2000?] (1999)  
Documents the rise of the U.S. tobacco industry beginning with the development of mass-produced cigarettes in the late 1800s. Describes tobacco companies' increasingly sophisticated marketing efforts, which attempted to ignore and suppress the accumulating evidence of the harmful effects of smoking on health. Also discusses the implications for the future of the tobacco industry when this attempted deception became public knowledge.

1 Video Cassette (75 min.)  
HD9135 .S66 2000

**Stale Roles and Tight Buns.**

O.A.S.I.S. (1988)  
Presents a selection of images of men found in consumer advertising. These images reflect the myths used to define and limit the American man. Generates new insights and fresh views of men and advertising.

1 videodisc (29 min.)  
HF 5822 S185 1988

**Step By Step.**

RMI (1992)  
Differentiates between emotional and rational buying motives and patronage and product buying motives. Explains buyer action, buyer resolution, and need-satisfaction theories. Suggests ways a salesperson can discover a customer's buying motives.

Video Cassette (29 min.)  
HF 5438.25 S736

**Step by Step - How to Make Every Trade Show a Marketing Success.**

Trade Show Learning Systems (1986)

Presents the marketing, planning, and implementation aspects of trade shows from the corporate trade show manager's point of view. Includes practical know-how, helpful hints, information sources, the latest research, and glossary.

6 Cassettes

T 396 D34

**Still Killing Us Softly.**

Cambridge Documentary (1987)

A film about advertising's continued assault on the self images of women, men and children. Jean Kilbourne explores the relationship of media images to actual problems in society, such as the channeling of men and women into traditional roles and occupations, economic discrimination against women, the sexual abuse of children, rape and other forms of violence, pornography, sexual harassment, teenage pregnancy and eating disorders.

Video Cassette (30 min.)

HF 5827.85 S77 (2 copies)

**Supermarket Persuasion: How Food is Merchandises.**

Learning Seed (1991)

Illustrates how supermarkets attempt to control consumer behavior.

Demonstrates how food displays, store design, and aisle displays are planned.

Video Cassette (23 min.)

Guide (15 p.)

TX 356 S86

**Supermarket Persuasion: What Marketers Know.**

Learning Seed (2003)

Illustrates how supermarkets attempt to control consumer behavior. Describes seventeen rules of food merchandising that supermarkets use to enhance profits.

Guide

Video Cassette (24 min.)

HF 5469 S86 2003

**Tailspin.**

Learning Corp . (1983)

The former president of our first bankrupt airline tries to put Braniff together again.

Video Cassette (30 min.)

HE 9803 B7 T2

**Teaching Video to Accompany Basic Marketing.**

Irwin (1996)

See volume titles in online catalog.

10 Video Cassettes (5 hrs. 9 min.)

HF 5415.13 T37 vol. 1-10

**Tears, Cheers and Fears.**

Marketing Science Institute (1991)

Emotional commercials from the February 14-15, 1991, Conference.

Video Cassette (30 min.)

HF 6146 T42 T42

**Traveling Reel USA.**

Executive Communications (1992)

Contains television commercials from various advertising agencies with strategy statements for each commercial.

Video Cassette (40 min.)

Guide

HF 6146 T42 T73 1991-1992

**Understanding Your Online Customer.**

Einstein Network (2000)

Discusses electronic commerce, internet marketing, and customer satisfaction.

1 Video Cassette (20 min.)

HF5415.1265 .U53 2000

**Upselling and Suggestive Selling.**

Educational Institutes (1986)

Demonstrates the major impact front office employees can have on sales and revenues. Illustrates the importance of effective selling, methods for upselling rooms, and promoting all the property's facilities through suggestive selling.

Video Cassette (3/4", 25 min. )

Supervisor's Guide

Employee's Guide (13 p.)

TX 911.3 M3 U67

**We Know Where You Live.**

Coronet (1990)

Direct marketers not only know where you live, they know what you spend your money on. Compares direct marketing and mass marketing, explains why direct marketing is replacing mass marketing, and reveals different methods companies use to collect consumer data to build mailing lists.

Video Cassette (58 min.)

HF 5861 W42

**What Consumers Consume.**

Films for the Humanities (1995)

Looks at the social and psychological factors involved in the effort to sell things that people can be induced to buy. Covers fashion, explains what the television industry does to measure the consumerist character of its audiences, and shows the evolution in the auto industry as it seeks to balance environmental requirements with consumer wants.

Video Cassette (23 min.)

HF 5415.32 W43

**Why You Buy: How Ads Persuade.**

Learning Seed (1988)

Designed to increase viewer awareness of persuasion tactics used in advertising. Explains six tactics: involvement techniques that overcome normal inertia and sales resistance, appeal to emotional needs, use of buzz words, use of association to transfer desirable traits from people to products, development of market segmentation, and the appeal to fear.

Video Cassette (33 min.)

Guide (15 p.)

HF 5822 W48

**Women of the 90's in Advertising.**

The Television Register (1993)

Television commercials filmed from June 1986 - August 1991, featuring the women of the 90s.

Video Cassette (33 min.)

Index

HF 5827 W64

**World's Funniest TV Commercials.**

First Run Video (1989)

41 of the most memorable commercials on television. Includes an interview with Joe Sedelmaier, the man who created them.

Video Cassette (30 min.)

HF 6146 T42 W67