

Insiders Guide to the Business Storybook Series Lessons

THE MARVEL STORY

The Business Storybook Series offers a variety of lessons that can be translated into planned activities and programs in which educators can develop lesson plans around.

Below are a few high-level concepts and references in the series that we think could be used as a way to develop lessons around for your students.

⊕ **Change in Focus**

What do you do when you're a comic book publisher not selling comics? Leverage it for another way. (PG 11)

⊕ **Comic Book Readers Who Are Movie Makers**

A shift was happening in Hollywood, gone were the days that filmmakers shied away from making film adaptations of comic books, now filmmakers wanted to make them. (PG 45)

⊕ **All in with Iron Man**

What superhero should lead Marvel Studios' first film? They needed this first film to succeed, and they had the option of doing this their own way. (PG 59)

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Ⓢ The Marvel Cinematic Universe

We all know of the MCU, it's interwoven itself in our daily culture, but how did it all start? (PG 79)

*Note there are many more examples in the book to discover.

PROJECT

Marvel Studios is a blockbuster machine, in part because of the legacy of its character and fans, and aided by its high marketing dollars. But what if a lesser known character with few ties to the current Marvel Cinematic Universe entered in as a new film? How would you approach this character and market it to audiences who might be weary?

We challenge you to create a high-level campaign based on introducing the character, tying them into the legacy of the studio and its characters, and increasing awareness campaigns ahead of release day for the movie. Work in teams to brainstorm ideas that deviate from the traditional ones used before for the company.