

The power of broadcast

Homer is not someone you would expect to feature in a degree course in marketing, but he makes a regular appearance at Manchester Business School, The University of Manchester.

But it's not all Greek to their students – the Homer in question isn't the author of the Iliad, but one Mr Simpson, resident of Springfield and long-suffering father to Bart and Lisa.

Ben Kerrane, Lecturer in Consumer Research, discovered an episode of The Simpsons which perfectly illustrated the efficacy of "pester power".

This is the bane of every parent's life, and the reason why some end up buying items they never intended to purchase until their offspring decided they simply had to have them.

Since then, the clip has become a



Anna Goatman: nothing beats the impact of professional broadcasts.

staple on the Marketing Foundations course.

Anna Goatman is Senior Lecturer in Marketing at the Business School and uses the clip herself, as the ERA

licence facilitates sharing of material between colleagues.

"It really shows how pester power works," she laughs, "and a video clip can demonstrate a point in minutes, much better than a long and wordy explanation."

And as a way of providing background information and context, video is also hard to beat.

"The students were doing an assignment on not-for-profit marketing and I showed them the intro to a documentary on the healthcare sector – it gave them an instant picture of what life was really like there, and the pressures staff were under," Anna explains.

"Nothing has the immediacy and impact of a piece of professional broadcast material."

Making the most of your ERA Licence

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We understand it is essential that your establishment gets value for money from the Licence, so it is also essential that all staff appreciate everything that the Licence enables them to do.

All broadcasts since 1989, on radio or television, are available under the licence. This includes programmes (and films) broadcast by ERA Members – BBC, ITV, C4, S4C, Five, Discovery, Nat. Geo. and Open University.

Through partnership arrangements with technology providers such as BOB/BUFVC and Planet E-Stream, curated libraries of resources can be accessed by students, researchers and lecturers.

For ease of use, programmes can be viewed via On-demand services such as BBC iPlayer, All 4, ITV Player, Demand 5 and Clic.

Clips or whole programmes can be copied for educational purposes, downloaded onto drives or streamed directly onto devices including phones or tablets.

Licencees can have off-site access to any copy or clip (made since 1989) by staff or students (within the UK).

In addition, the ERA website, www.era.org.uk provides other resources:

- The ERA Blog – sign up for weekly updates on upcoming programmes/seasons and other developments, together with searchable articles
- Case Studies – a forum for teachers and lecturers to share their experiences of how they successfully use broadcast material in their learning sessions or support materials
- Our Twitter feed, [@ERAResources](https://twitter.com/ERAResources) highlights useful programmes, giving broadcast detail. Use the following hashtag: [#TVforHE](https://twitter.com/TVforHE)

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