

# The Integration of Commercial Videos (ComVids) as A Teaching Aids for Business Courses

Prepared By: Charlie Albert Lasuin, Dr. Brahim Chekima, Dr. Faerozh Madli, Dr. Lim Ming Fook & Assoc. Prof. Dr. Stephen Sondoh Jr.  
Marketing Program, Faculty of Business, Economics and Accountancy  
Universiti Malaysia Sabah

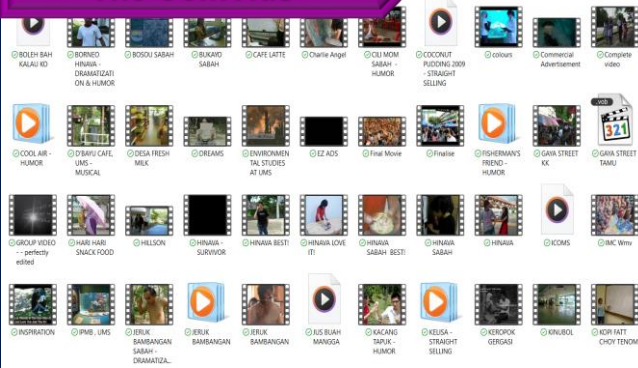
## Monologue

Commercial videos (ComVids) have become crucial to marketing strategies with the integration from the marketing mix elements. With the growing popularity of social media and video-sharing platforms like YouTube, TikTok, Twitter and Instagram, commercial videos have become an effective way to reach potential customers and create an awareness to products, brands, and services. The videos are suitable for Marketing, Cross-culture Marketing, International Marketing Management, Sales Management and Integrated Marketing Communication.

## Rationales

ComVids provide businesses with a unique opportunity to showcase their products or services in a visually appealing and engaging way. They can effectively communicate the brand's message, values, and personality to the target audience and create a memorable impression that can stay with the viewer for a long time. For these reasons, students are required to produce their commercial video by promoting the traditional Sabahan foods.

## The ComVids



### Week 1

**Introduction**  
Course – Registration & Briefing, Monologue & Ice-Breaking  
Teamwork Announcement – Promoting The Traditional Foods/Cuisine in Sabah  
Assisting Micro Enterprises Community in Promotional Program



### Week 2

**Knowledge and Understanding**  
Group Formation & Registration  
Brainstorming, Idea Generation  
Mini Research – Primary (Interview) (Observation) & Secondary (Journals) (Reports) (Blueprints)  
Discover – Origin, History, Ethnics



### Week 3

**Knowledge and Understanding**  
Mini Research – Primary (Interview) (Observation) & Secondary (Journals) (Reports) (Blueprints)  
Discover – Existing Product/ Brands – Markets – The Company, Retailers, Tamu or Flea Market



### Week 4

**Knowledge and Understanding**  
The Planning – Communication Process  
Customers Values – Segmentation, Target, Positioning, Differentiation  
Slogan, Tagline, Logo, Packaging, Contents, Ingredients, Halal, Mesti  
Discussion – Creative & Innovativeness



### Week 8

**Digital Skills**  
The Concept and Final Editing – Team's Creativity Without Any Names, Logo, Brands, Tagline/Slogan & Symbol of An Existing Organisation(s)  
The Elements of Semiotic will Enhance The Tangible & Intangible Meaning of Ad



### Week 7

**Digital Skills**  
Shooting Day! The Production Output – Bahasa Malaysia/English Language  
The Length of The Ad – 30 Seconds to 1 Minute ONLY. Do Not Exceeds The Time Frame  
Contents MUST Relate to Target Audiences/Customers



### Week 6

**Digital Skills**  
The Presentation of The Storyboard  
The Planning for Communication Process – Media Usage (Television + Social Media Platforms)  
The Planning for Video Production – In-house/Outsourcing



### Week 5

**Knowledge and Understanding**  
Discussion – Creative & Innovativeness (Product) – Improve – Prototype  
Product's Prototype – Physical/Sketch  
The Planning for The Communication  
The Determination of Message  
Execution Styles in Storyboard

- Consider:
- Dramatization
  - Music & Animation
  - Humour
  - Slice of Life
  - Demonstration
  - Lifestyles
  - Comparison
  - Scientific Evidence

### Week 9

**Digital Skills**  
Teams' Own Creations – Sound Effects, Soundtrack, Jingle, Music, Illustrations, Semiotics, Imagery, Footage, Animations, Songs/Scores  
Make Sure The Videos Image has NO WATERMARKS

- The Video Resolution is 720p (1280 x 720 Dimensions and above).
- The Quality of The Video MUST Be Clear on A Horizontal View.
- An Audio Quality – Clear With Balanced Between Voice Over of The Actor(s) and Music.

### Week 10

**Communication Skills**  
Amendment and Refinement of The Final Output (Video Advertisement)  
Communicating By Presenting Your Ad - Family, Friends, Acquaintances, Experts  
The Before Submission – Getting the Additional Input from them



### Week 11

**Submission**  
Submission Day  
You Need To Sign The Submission Form For Verification Purposes  
Submission Using Pendrive  
Practice & Training for the Presentation  
Final Check Before the Presentation



### Week 12

**Final Presentation/Pitching**  
Final Presentation/Oral Presentation  
Results' Deliberation  
Feedback from The Invited Judges (Academic + Industry)  
Token of Appreciation  
Prize Presentation



Guiding Students in Preparing their Commercial Video for Particular Courses

Currently, There are More than 100 Collections of Commercial Videos Produced By Students

Ease Lecturer in Teaching & Learning System by Implementing the Videos During The Class Session

Promoting the Traditional Foods from Sabah to Students from Peninsular, Sarawak & International