

Dolly Parton



A BUSINESS CASE STUDY



Dolly Parton –

- ✓ Songwriter
- ✓ Singer
- ✓ Entrepreneur
- ✓ Philanthropist

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Microsoft PowerPoint

Includes Teacher's Key

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



Dolly Parton

A BUSINESS CASE STUDY

*of the songwriter, singer,
entrepreneur, and philanthropist.*



ENTREPRENEURIAL
TRAITS



VISUAL BRAND
IDENTITY



COPYRIGHT



TRADEMARK



INTELLECTUAL
PROPERTY



PHILANTHROPY



REVENUE
STREAMS

"Find out who you are and do it on purpose."
– Dolly Parton



What Students Will Explore

- ✓ *Dolly Parton's Personal Brand*
- ✓ *Entrepreneurship and Business Growth*
- ✓ *Branding and Marketing Strategies*
- ✓ *Diversification of Income Streams*
- ✓ *Philanthropy and Public Image*
- ✓ *Leadership and Long-Term Success*
- ✓ *Protecting Intellectual Property*

How did Dolly Parton turn her talent, values, intellectual property, and personal brand into a business success?

THE LEGEND	THE BUSINESS	THE LEGACY
★ Singer/songwriter	★ Music & publishing	★ Philanthropy
★ Performer	★ Intellectual property	★ Imagination Library
★ Actress	★ Film & television	★ Community investment
★ Cultural icon	★ Dollywood	★ Education & literacy
★ Songwriter	★ Licensing & royalties	★ Disaster relief
★ Author	★ Branding & partnerships	

Dolly's Entrepreneurial Traits?

Dolly Parton
ENTREPRENEURIAL TRAITS

In the space below, list five traits that describe Dolly Parton as an entrepreneur based on what you've learned.

-
-
-
-
-

ANALYZE

Dolly's

VISUAL BRAND

Study the images on the previous page and identify the visual elements that make Dolly Parton's brand recognizable. Look closely at the color, symbols, patterns, textures, clothing, accessories, and other design elements that appear repeatedly.

List six distinct elements of Dolly's visual brand in the boxes below.

1

4

2

5

3

6

Which three elements do you think are most strongly associated with Dolly Parton's visual brand? Why?

1

2

3



Dolly's Visual Brand

Dolly's Revenue Streams



Directions:

Examine the images on this page. They represent several of Dolly Parton's different revenue streams.

Identify and list eight ways Dolly Parton and her businesses generate income.

Write the different revenue streams here...

1	
2	
3	
4	
5	
6	
7	
8	

Dolly

There are legal elements put into place for Dolly Parton's brand managers to protect the things that made "Dolly" valuable.

COPYRIGHT OR TRADEMARK?

CONCEPT

Intellectual Property

Copyright

Trademark

SIMPLE DEFINITION

Creations of the mind that can have legal and financial value.

Protects original creative works.

Protects words, names, symbols, or designs that identify the source of goods or services.

DOLLY PARTON CONNECTION

Dolly's songs, records, books, and movies are all examples of creative works that are protected by copyright.

Any song, movie, or book that is published without copyright protection is in the public domain.

Names and brand names that connect businesses such as Dollywood and Dolly Parton's Dollywood can function as trademarks.

Directions:

Read each example in the list. Decide whether it would be **copyright protected (C)** or **trademark protected (T)**.

Write **C** or **T** in the box next to each example.

- 1 "Dolly Parton" — the brand name/logo
- 2 "I Will Always Love You" — the song
- 3 Dolly Parton's Dollywood — the brand name/logo
- 4 "9 to 5" — the song
- 5 Dollywood's Splash Country — the brand name/logo
- 6 "Coat of Many Colors" — the song
- 7 Dolly Parton's Imagination Library — the organization/program branding
- 8 "Here You Come Again" — the recorded song
- 9 Dollywood merchandise featuring the Dollywood logo
- 10

What is a Philanthropist?

What is a philanthropist?

A **philanthropist** is someone who uses their time, talent, and money to help make the world a better place.

Dolly Parton is a philanthropist.

Throughout her life, she has given millions of dollars to support education, children's homes, and communities in need.

She believes in lifting others up and making a difference.

Dolly Parton's
IMAGINATION
LIBRARY

Inspiring a love of reading by mailing free books to children from birth to age five.



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The image is a collage of various pink-themed worksheets and cards about Dolly Parton. The central focus is the word "REVENUE" in large, white, 3D block letters. Surrounding this are several cards and worksheets:

- Top Left:** A card titled "Dolly Parton A BUSINESS CASE STUDY of the songwriter, singer, entrepreneur, and philanthropist." It features icons for Entrepreneurial Traits, Visual Brand Identity, Copyright, Trademark, Intellectual Property, Philanthropy, and Revenue Streams.
- Top Center:** A card titled "Dolly Parton FROM THE TENNESSEE MOUNTAINS to a Star". It describes her early life and success, with a section for "How did Dolly Parton turn her talent, intellectual property, and personal life into a business legacy?"
- Top Right:** A card titled "Dolly Parton ENTREPRENEURIAL TRAITS". It asks students to list five traits that describe Dolly Parton as an entrepreneur.
- Middle Left:** A card titled "Dolly Parton's Revenue Streams". It lists various revenue streams like Music, Film, and Merchandise, and asks students to identify and list eight ways Dolly Parton and her businesses generate income.
- Middle Center:** A card titled "Dolly Parton's Visual Brand Identity". It lists six distinct elements of her brand identity and asks students to identify them in a collage of images.
- Middle Right:** A card titled "Dolly Parton's Intellectual Property". It lists various intellectual property rights like Copyright, Trademark, and Patents, and asks students to identify them in a collage of images.
- Bottom Left:** A card titled "Dolly Parton is a philanthropist?". It defines a philanthropist and asks students to list three things Dolly Parton has done as a philanthropist throughout her lifetime.
- Bottom Center:** A card titled "Dolly Parton A HEART FOR GIVING". It asks students to explore the link between Dolly Parton's philanthropy and her success.
- Bottom Right:** A card titled "Dolly Parton's QUOTES". It lists several quotes from Dolly Parton and asks students to pick one quote that stands out to them and explain why.

The cards are decorated with pink butterflies, musical notes, and images of Dolly Parton. The overall theme is celebrating Dolly Parton's achievements as an entrepreneur, songwriter, singer, and philanthropist.

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Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

