



Course: Brand Strategy

Course Number: AV 20820

Instructor: Kirk Widra M.Ed.

Day / Time: Wednesday 1:00 – 5:00

Prerequisites: None

Email Address: kirkwidra@gmail.com

Contact Hours: 4 Per Week

Instructional Contact Hours: Lecture: 22 hrs Lab 22 hrs

Academic Credits: 3 Credits

Course Length: 11 weeks

Course Description: This course will look at the topic of Branding from the standpoint of creating and maintaining a long-term emotional connection between the brand and the consumer. The course will analyze the emotional branding approach as the critical defining element, which distinguishes today's most successful brands as well as exploring the ways of understanding consumer needs and motivations in the current marketplace. The course will also look at the effectiveness of traditional and emerging media tools in enhancing the overall consumer brand experience.

Institutional Learning Objectives

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Use critical thinking in creative and innovative problem solving and decision-making.

Program Objectives:

- Synthesize information from diverse sources for project purposes
- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space, and typography

- Understand the advertising industry, history and current trends
- Define needs, think creatively, and develop unique problem-solving ability to support advertising proposals and projects
- Examine the basic concepts of consumer behavior, including theory and measurement

Competencies / Learning Objectives

- Understand the theory and practical applications of Branding.
- Develop and refine problem solving, critical thinking and information gathering skills.
- Evaluate the effectiveness of various media tools as they relate to the concept of Emotional Branding.
- Understand the importance and value of creating and maintaining a long-term connection between the brand and the consumer.
- Conduct and present extensive research into topic(s) assigned for individual and/or group projects.
- Understand the various tangible and intangible elements and factors, which influence the consumer's purchasing behaviors and brand loyalty.
- Analyze the overall brand effectiveness of a variety of different brands within goods and services categories.

Required Text: *Designing Brand Experiences – E-BOOK* by Robin Landa Published by Thomson - Delmar learning

Technology Needed: Student will be responsible for computer generating all homework materials as needed. Student are required to use Microsoft Word and whatever graphics and word processing programs they deem necessary. **NOTE: All homework must be submitted in a computer-generated format where applicable, no other format will be accepted. All homework must contain your full name and chapter and or topic in MLA format *(where applicable) to receive credit.**

Instructional Materials and References: Students will be required to gather materials based on instructors' examples and as part of research and developing of projects.

Teaching Strategies: Students will be exposed to a combination of instructional techniques including field trips, lectures, hands on demonstrations and exercises, and guest speakers. All project topics are reinforced by one of the previous techniques and are reexamined from multiple angles in order to ensure a clear understanding of material.

Requirements for Successful Completion of Course: Required attendance, consistent class participation, and the successful completion of all assignments. All projects must

be completed to complete this course. Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, or leaves early that will have a negative impact on the final grade

Methods of Evaluation: Projects(s) 50% | Class participation, attendance, and homework 50%

Instructor Availability Outside of Class: Please email in advance to ensure appointment time and location.

- **Day:** Monday | **Time:** 7:00 – 8:00 & 12:00 – 1:00 | **Location:** 1622 Main 8th Floor
- **Day:** Wednesday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace
- **Day:** Thursday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace

Dates of Final Review(s): Week 5 for midterm grade and Week 11 for final grade

Estimated Homework Hours: 1-4 a week depending on needs of projects

Estimated Technology Hours: As needed

Topical Outline of Course: *Please note this outline is subject to change based on the needs of the course and or time allotted.

Week 1:

- **Lecture and demonstration:** Intro to class room objectives and over view of the role and function of branding products and services
- **Classroom Activity / Projects:** The importance of selling a “psychology” not just products or services. Give an example of relationship of visuals and image perception and use of branding technique. Discuss how the established companies “seem” to set the trends.
- **Homework:** Review syllabus.

Week 2:

- **Lecture and demonstration:** Review the importance of branding and image development and name selection as it relates to graphics.
- **Classroom Activity / Projects:** Discuss how branding is about creating loyalty beyond reason, even when it is detrimental to your health. Watch video “Thank You for Smoking” Issue writing assignment
- **Homework:** Write paper on what did you learn from watching video

Week 3:

- **Lecture and demonstration:** Recap the importance of how information is digested via brands and their marketing
- **Classroom Activity / Projects:** Review homework with students individually and issue next assignment.
Homework: Work on next assignment

Week 4:

- **Lecture and demonstration:** Review last week's assignment
- **Classroom Activity / Projects:** Have students present their project and have class discussion, as well as individual meeting, on appropriateness of choices
- **Homework:** Give students opportunity to revisit projects to date after one on one discussion and edit and amend for midterm grade

Week 5:

- **Lecture and demonstration:** Recap what we have covered thus far
- **Classroom Activity / Projects:** Issue final project. Use second half of class to meet with students and evaluate progress for midterm grade.
- **Homework:** Based on one on one conversation and evaluation start to develop ideas for final

Week 6:

- **Lecture and demonstration:** Recap final project
- **Classroom Activity / Projects:** Discuss initial ideas for final with students individually and provide Q&A
- **Homework:** Gather research for final and continue with project

Week 7:

- **Lecture and demonstration:** No formal lecture, this class will be a workshop class, instructor will visit with each student and help student assess their work as needed
- **Classroom Activity / Projects:** Continue working on project.
- **Homework:** Based on one on one conversation and evaluation continue to project.

Week 8:

- **Lecture and demonstration:** No formal lecture, this class will be a workshop class, instructor will visit with each student and help student assess their work as needed
- **Classroom Activity / Projects:** Continue working on project in class. Instructor to meet with everyone individually to evaluate progress.
- **Homework:** Finalize any loose ends and start final presentation

Week 9:

- **Lecture and demonstration:** Demonstrate presentation techniques and what instructor expects for final.
- **Classroom Activity / Projects:** Finalize all pieces of project in class Instructor evaluates where each student is at and what they need to do.
- **Homework:** Finalize any loose ends and complete.

Week 10:

- **Lecture and demonstration:** Q & A session with instructor about any phase of project for final.
- **Classroom Activity / Projects:** Students will begin final presentation in class with instructor if needed
- **Homework:** Review final project requirements

Week 11:

- **Lecture and demonstration:** No formal lecture or demonstration
- **Classroom Activity / Projects:** Review final project and issue final grade
- **Homework:** N/A

Attendance Policy

- I am committed to a learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your

attendance in class is brought to the faculty member's attention if you arrive late.

- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.
- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Academic Dishonesty Policy: Please note that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.

5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Instructor will impose the following sanctions when a student is found to have committed any of the above infractions:

1st offense = failure of class

2nd offense = suspension for two (2) quarters

3rd offense = expulsion

Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

STUDENT ACCOMMODATIONS POLICY: If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Services Office.

CELL PHONE/ELECTRONIC DEVICE POLICY:

- Cell phones, ipods, and other electronic devices are not to be used in the classroom during class time.
- Cell phones are not to be used in the library.
- All electronic devices should be muted or turned off prior to class and stored in a location other than the desk top.
- Cell phones are typically not to be used in hallways. Loud and disruptive use of cell phones in hallways will be addressed.
- Emergency use of cell phones is by instructor discretion.
- Students may use cell phones in stairwells and outside of buildings.

Penalties for use of electronic devices:

1st offense: Warning given by instructor

2nd offense: Removal from class for 1 day and attendance penalty. Student will be sent to Director of Student Services' office.

3rd offense: Probation and permanent removal from class.

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