

# AD330 Branding

Spring 2021.3  
Professor Cliff Shaluta

## COURSE BRIEF

### Course Description

Brands are everywhere! Research clearly shows that most people prefer brands they know and trust over brands they don't. But, why? This course covers the process of creating and projecting a distinctively authentic personality for a product, business, or even a person. We'll discuss traditional and digital methods of branding and put you to work to solve a real-world branding problem.



### Rationale

Consumer technology and social media platforms have changed the way brands engage with consumers. Successful brands today cultivate a distinctive personality through their communications, often digital. Their goal is to represent the essence of their brand to target consumers. When done well, the personality and brand promise align with consumer motivations and interests. This course emphasizes the process of developing a brand, with a focus on how digital technology has made branding within reach of large corporations, as well as smaller businesses and individuals.

**Professor**

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**Online Office Hours SP21**

Email/Text anytime

PH Support: 8:00-5:00 pm M-SAT. Leave a message.

Other times on Zoom

**AD 330 Learning Objectives**

**After completing this course, you should be able to:**

- 1) Understand the concept of branding and advertising's role in the process: its strengths, weaknesses, and how to build communication impact;*
- 2) Gain a thorough understanding of how brand communications are created, placed, and how success is measured;*
- 3) Develop a critical eye toward the very best in brand communications;*
- 4) Apply your branding skills to real-world team case assignment and;*
- 5) Present your work using Zoom.*

**Methodology**

This course incorporates a variety of learning tools to maximize your online experience. While we'll be using Blackboard for announcements, additional content, teamwork, and grades, the bulk of the course will be available using a new online learning platform from <https://stukent.com>.

More than a etextbook, StuKent provides bite-sized content supported with videos, links, exercises and quizzes. But, as with all online classes, you are responsible for scheduling your reading and making assignment deadlines. It's easier to put-off your work and that can be a major problem with a team project. Keep in mind that I'm your "coach," not your mom. Let's all be professional.

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**How does this really work?**

Think of Blackboard as a shell. Inside that shell is Stukent. **The latest news, a course syllabus, weekly planners and your grades will be available in Blackboard, as usual.** Teams will also be organized using Blackboard. This permits team communication inside the class website. **But, your day-to-day interactions with the course material will be on Stukent.** This type of approach works best with supplemental in-class discussions. **So, please reserve Wednesday's beginning 1/27 from 9:10 -10:05 am for Branding & 10:20 to 11:15 am for Ad Media to attend ZOOM sessions.** We'll not Zoom every week, but you'll want to keep the day/times open for team work down the road.

**Course Prerequisites**

AD330 requires AD 300 with a minimum grade of C or COMM 300 with a minimum grade of C or PS 301 with a minimum grade of C or SOCL 302 with a minimum grade of C. Other research courses may be substituted for the prereq. *For now, Ad Minors are not required to have a research class to take this course.* This may be changing. See your Advisor with any questions.

**Books & Other Resources**

**You'll need Blackboard and paid access to the materials on the StuKent platform. Branding requires (1) StuKent resource.** Advertising: Selling in Today's World by Ed Russell and Brian Sheehan is our primary resource. We'll follow the Stukent organization pretty closely, including chapter quizzes.

**You can purchase the access code directly from Stukent using the link below or through the WKU Bookstore.** Keep in mind that your access code gives you "lifetime access" to this material, which is regularly updated.

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**<https://home.stukent.com/join/483-330>**

**Expectations**

Your work should be of a high quality and suitable for inclusion into your personal portfolio. Given the potential communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I want this course to be both a challenging and pleasant experience for you.

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## COURSE OUTLINE

### PART 1: INTRODUCTION

CLASS	TOPIC	COURSE WORK	READING
1/19 T	Introduction to Course / Syllabus	• Activate your Stukent account	BB Notes
1/20 WF	What is Branding?	• BB Weekly Notes	CH. 1 & 2
1/25	CH. 1: The Business of Brands CH. 2: The Basics of Marketing ZOOM session W 1/27 @ 9:10 am	• CH. 1 & 2 Q's due Sun., 1/31 • Read Professional Profile (NG) • Q&A	CH. 3 & 4
2/1	CH. 3: Advertising as a Marketing Tool CH. 4: Legal and Ethical Challenges ZOOM session W., 2/3 @ 9:10 am	• CH. 3 & 4 Q's due Sunday, 2/7 • Read Professional Profile (NG) • Q&A	CH. 5
2/8	CH. 5: How Communications Work Power of Content	• CH. 5 Quiz due Sunday, 2/14 • Watch Expert Session (NG)	Ch. 6
2/10 W	TEAM BRANDING ASGN. @ NOON W ZOOM session @ 9:10 am	TEAM ACTION PLAN DUE • Q&A	NG

### PART 2: THE ADVERTISING PROCESS

CLASS	TOPIC	COURSE WORK	READING
2/15	CH. 6: Advertising Development Process The Nine Steps	• CH. 6 Quiz due Sunday, 2/21 • Read Professional Profile (NG)	CH. 7
2/22	CH. 7: Planning and Research Consumer Personas	• CH. 7 Quiz due Sunday, 2/28	CH. 8
2/24 W	TEAM BRANDING ASGN. @ NOON W ZOOM session @ 9:10 am	M1: SITUATION ANALYSIS • Q&A	25 Points
3/1	CH. 8: Strategy Development Building a Brand Platform	• CH. 8 Quiz due Sunday, 3/7 • Watch Expert Session (NG)	CH. 9
3/8	CH. 9: Media Planning & Buying Traditional vs Digital Media Buying	CH. 9: Media Planning & Buying • Watch Expert Session	CH. 10 & 11
3/10 W	TEAM BRANDING ASGN. @ NOON W	M2: TA & BRAND STRATEGY	25 Points
3/15	CH. 10: Creative Development CH. 11: Production	• CH. 10 & 11 Q's due Sun., 3/21	CH. 12
3/22	CH. 12 Evaluating Effectiveness	+ BLACKBOARD NOTES	CH. 13
3/24 W	TEAM BRANDING ASGN. @ NOON W	M3: MEDIA PLAN & TRACKING	25 points

## PART 3: CONCLUSION

CLASS	TOPIC	COURSE WORK	READING
3/29	CH. 13: Selling Your Work The Pitch	+ BLACKBOARD NOTES	CH. 14 & 15
4/5	CH. 14 Building Brands Globally CH. 15 Best Advertising Creators	+ BLACKBOARD NOTES	CH. 16
4/12 M 4/14 & 16	FINAL BRANDING PLANS TEAM ZOOM PRESENTATIONS W & F	DUE @ NOON M4: TEAM PRESENTATIONS	25 Points
4/19	CH. 16 What's Next? • Future of Branding	+ BLACKBOARD NOTES	
4/28 W	FINAL QUIZ DUE W. BY NOON	IN BLACKBOARD	

NG - NOT GRADED

M – MILESTONE

**GRADING**

10/11 In-Text Quizzes: 100 X (avg. of your top 10 quiz scores) = your points

Individual Exercises or Forum Posts: 25 pts.

Team Branding Project w/4 Milestones: 100 points *(details to follow)*

Final X: 25 pts.

**250/Total Points + 15 points possible extra credit** *(details to follow)***Grade Scale:**

91 – 100% = A

81 – 90% = B

71 – 80% = C

61 – 70% = D

*Unless otherwise negotiated, late work will result in penalty points.***Cultural Diversity**

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In Branding, you will have the opportunity to express and experience cultural diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition, assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

**University Plagiarism Policy**

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

**From the Office of Student Disability Services**

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

**Title IX Misconduct/Assault Statement**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

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