AD330 Branding

COURSE BRIEF

Course Description

Brands are everywhere! Research clearly shows that most consumers 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 solving 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, a brand's 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 possible for large corporations, as well as smaller businesses and individuals.

Professor

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Other times on Zoom (TBA)

AD330 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 an 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.

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. You'll want to schedule times to meet in Zoom for teamwork down the road.

Course Prerequisites

AD 330 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 prereg. *For now, Advertising Minors are not required to have a research class to take this course.* This is changing with the launch of our new Digital Advertising Certificate. See your Advisor with any questions.

Course Resources

You'll need Blackboard and paid access to the materials on the StuKent learning 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. If required by financial aid, you may alternatively choose to purchase access to Stukent through the WKU Bookstore. Be sure to double-check this syllabus with the WKU Bookstore recommendations, as the bookstore will not refund digital purchases. **Either way, Stukent provides excellent technical support at https://www.stukent.com/support/.** Your access code also gives you "lifetime access" to this material, which is regularly updated.

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https://home.stukent.com/join/338-730

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. I'm here to help.

COURSE OUTLINE

PART 1: INTRODUCTION

CLASS	TOPIC	COURSE WORK	READING
8/23 M	Introduction to Course / Syllabus	• Activate your Stukent account	BB Notes
8/25 WF	What is Branding?	• BB Weekly Notes	CH. 1 & 2
8/30 MWF	CH. 1: The Business of Brands CH. 2: The Basics of Marketing	• CH. 1 & 2 Q's due Sun., 9/5 • Read Professional Profile (NG)	CH. 3 & 4
9/8 WF	CH. 3: Advertising as a Marketing Tool CH. 4: Legal and Ethical Challenges	• CH. 3 & 4 Q's due Sunday, 9/12 • Read Professional Profile (NG)	CH. 5
9/13 MWF	CH. 5: How Communications Work Power of Content	• CH. 5 Quiz due Sunday, 9/19 • Watch Expert Session (NG)	Ch. 6
9/15 W	TEAM BRANDING ASGN. @ NOON W	TEAM ACTION PLAN DUE	NG

PART 2: THE ADVERTISING PROCESS

CLASS	TOPIC	COURSE WORK	READING
9/20 MWF	CH. 6: Advertising Development Process The Nine Steps	• CH. 6 Quiz due Sunday, 9/26 • Read Professional Profile (NG)	CH. 7
9/27 MWF	CH. 7: Planning and Research Consumer Personas	• CH. 7 Quiz due Sunday, 10/3	CH. 8
9/29 W	TEAM BRANDING ASGN. @ NOON W	M1: SITUATION ANALYSIS DUE	25 Points
10/4 MWF	CH. 8: Strategy Development Building a Brand Platform	• CH. 8 Quiz due Sunday, 10/10 • Watch Expert Session (NG)	CH. 9
10/11 MW	CH. 9: Media Planning & Buying Traditional vs Digital Media Buying	• CH. 9 Quiz due Sunday, 10/17 • Watch Expert Session	CH. 10 & 11
10/13 W	TEAM BRANDING ASGN. @ NOON W	M2: TA & BRAND STRATEGY	25 Points
10/18 MWF	CH. 10: Creative Development CH. 11: Production	• CH. 10 & 11 Q's due Sun., 10/24	CH. 12
10/25 MWF	CH. 12 Evaluating Effectiveness	+ BLACKBOARD NOTES	CH. 13
10/27 W	TEAM BRANDING ASGN. @ NOON W	M3: MEDIA PLAN & TRACKING	25 points

PART 3: CONCLUSION

CLASS	TOPIC	COURSE WORK	READING
11/1 MWF	CH. 13: Selling Your Work The Pitch	+ BLACKBOARD NOTES	CH. 14 & 15
11/8 MWF	CH. 14 Building Brands Globally CH. 15 Best Advertising Creators	+ BLACKBOARD NOTES	CH. 16
11/15 M 11/17 - 22	FINAL BRANDING PLANS DUE TEAM ZOOM PRESENTATIONS W/F/M	DUE @ NOON M. M4: TEAM PRESENTATIONS	25 Points
11/29 MWF	CH. 16 What's Next? • Future of Branding	+ BLACKBOARD NOTES	
12/8 W	FINAL QUIZ DUE W. BY NOON	IN BLACKBOARD	

NG - NOT GRADED   M – PROJECT MILESTONE

GRADING

10/11 Quizzes: 100 X (avg. of your top 10 Stukent 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

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.

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. 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.

Special COVID Statement

All students are strongly encouraged to get the COVID-19 vaccine. Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in Kentucky, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center (SARC): 270-745-5004 (voice), 270-745-3030 (TTY), or 270-288-0597 (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on

requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill