

Branding and Strategic Media

ADVR 3310-001

MW 12:40-2:05PM

112 MJ

Spring 2019

Joel Nichols, instructor

joel.nichols@memphis.edu

(901) 678-3147

COURSE REQUIREMENTS**CATALOG DESCRIPTION**

Exploration of how branding and strategic media (advertising and public relations) move members of the target audience from the point of awareness to the point of engagement. Trends in branding such as targeted, viral and interactive techniques will be explored, and branding campaigns will be created and evaluated.

PREREQUISITES

ADVR 3300 or PBRL 3400

TEXTBOOK

Chernev, Alexander, "Strategic Brand Management," Cerebellum Press (2015)

COURSE OBJECTIVES

- Examine the impact of advertising, promotion, and public relations on branding
- Students will learn to position brands and define communication objectives. Learn how to use data to understand market segments and select target markets, tasks and themes for their communication.
- Learn the basics of psychological research on persuasion and attitude formation and understand principles of communicating a persuasive message about a brand.
- Understand what makes some messages survive, and "stick around" longer than others and why.
- Learn about ways to systematically use creativity templates and evaluate the creativity of campaigns.
- Understand viral and other forms of non-traditional forms of advertising: Using concrete case examples, learn principles of viral and other non-traditional forms of advertising and learn about the role of these in media allocation
- Understand the use of storytelling in advertising: Gain awareness of what makes for a good or bad story, and how to use stories in creating infectious campaigns and differentiating a brand.

COURSE REQUIREMENTS AND EVALUATIONS

- In-class contribution. Adequate preparation for, regular attendance of, and full participation and involvement in the class sessions
- QIPs (Quick Information Papers); Ten 1-page papers on current branding news
- Tests: Test 1: (Chapters 1 – 5); Test 2: (Chapters 6-10)
- Brand Audit & Campaign Project (Two elements; Plan and Presentation)

“QIPs” - Quick Information Papers

- Students will write ten 1-page, double-spaced “quick reports” providing thoughts on any current advertising news and brand developments.
- QIPs should provide thoughts about particularly engaging and creative brands and indicate what strikes you as interesting or effective.

Branding Audit & Campaign Development Project

Project is designed to assess a brand's sources of equity and its current position, and to suggest ways to improve and leverage the equity, identifying possible opportunities for brand extension and threats to the image identified, in the form of a strategic plan & presentation.

Students will form teams consisting of 4-5 people to work on this project. Students are to select a lifestyle brand from the list of the Interbrand & Business Week's Top 100 brands, perform a detailed brand analysis/assessment, and design/develop an integrated branding campaign (advertising, public relations and promotion). Each team must study a different brand, and brands are selected on a “first come, first serve” basis. Website: <http://interbrand.com/best-brands/best-global-brands/2017/ranking/#?listFormat=ls>.

The Branding Audit & Campaign Development Project must be submitted in two parts—Branding Project Plan and the Branding Project Presentation.

The **Branding Project Plan** includes: Situation Analysis, Target Audience, Competitive Review, Creative, Media, and Measurement Plan.

The **Branding Project Presentation** includes:

A 15-minute multimedia slide show that includes elements of the written plan and all creative executions. The creative executions, including advertising and integrative communication tactics, will be written and produced. Creative production will be based entirely on what creative is needed. In other words, a radio spot will only be produced if radio is needed.

COURSE ACTIVITIES / POINTS

ACTIVITIES	DESCRIPTIONS	POINTS
Tests	2 @ 100 points ea. (T/F & M/C) 30 Qs – 3/5pts ea. = 100pts per test	200
QIPs (Q uick I nformation P apers)	<ul style="list-style-type: none"> - Ten 1-page papers; 10pts ea. - Students are to provide thoughts and generate “quick reports” on any current advertising news and brand developments. - QIPs should provide thoughts about particularly engaging and creative brands and indicate what strikes you as interesting or effective. 	100
Branding Project – Plan	4 sections: <ul style="list-style-type: none"> - Brand Analysis/Overview (30pts) - Market Perceptions (30pts) - Campaign Launch Plan (30pts) - Measurement / Assessment (10pts) 	100
Branding Project – Presentation	Grade Criteria: <ul style="list-style-type: none"> - Presentation Participation (50pts) - Plan Synopsis (50pts) - Creative Execution (50pts) - Group Evals (50pts) 	200
TOTAL POINTS		600

SCHEDULE

WK	DATE	ACTIVITIES	DUE DATES / TESTS
1	Week of JAN 14 - 16	Class Overview Personality Assessments	
2	Week of JAN 23	Group Assignments Chapter 1: Marketing Strategy & Tactics	QIP #1: Due Jan 25
3	Week of JAN 28 -30	Chapters 2: Brands as a Means of Creating Market Value	QIP #2: Due Feb 1
4	Week of FEB 4 – 6	Chapter 3: Developing a Brand Strategy	QIP #3: Due Feb 8
5	Week of FEB 11 – 13	Chapter 4: Designing Brand Tactics	QIP #4: Due Feb 15
6	Week of FEB 18 – 20	Chapter 5: Managing Brand Portfolios	QIP #5: Due Feb 22
7	Week of FEB 25 – 27	Chapter 6: Managing Brand Dynamics	TEST 1 (CHAPTERS 1 – 5) QIP #6: Due Mar 1
—	Week of MAR 4 – 6	<i>SPRING BREAK</i>	<i>SPRING BREAK</i>
8	Week of MAR 11 – 13	Chapter 7: Protecting the Brand	QIP #7: Due Mar 15
9	Week of MAR 18 - 20	Chapter 8: Brand Analysis and Planning	QIP #8: Due Mar 22
10	Week of MAR 25 - 27	Chapter 9: Brand Equity & Brand Power	QIP #9: Due Mar 29
11	Week of APR 1 - 3	Chapter 10: Brand Research	TEST 2 (CHAPTERS 6 – 10) QIP #10: due Apr 5

12	Week of APR 8 – 10	Chapter Reviews Presentation Group Work / Feedback	Chapter Reviews Presentation Group Work / Feedback	
13	Week of APR 15 – 17	Presentation Group Work / Feedback	Presentation Group Work / Feedback	
14	Week of APR 22 – 24	Group Presentations	Group Presentations	
—	APR 24	<i>LAST DAY OF CLASSES</i>	<i>LAST DAY OF CLASSES</i>	
—	APR 26 – MAY 2	<i>EXAMS</i>	<i>EXAMS</i>	

FIVE PILLARS FOR ADVR3310

- *Professionalism*: Students learn the impact of advertising, promotion, and public relations on branding.
- *Writing*: Students write an integrated branding campaign project.
- *Multimedia*: Students prepare an integrated branding campaign project and a presentation, which they present to the client and a panel of advertising and public relations professionals.
- *Critical Thinking*: Students must demonstrate an understanding of branding, marketing, advertising and public relations by planning a branding campaign.
- *Media Literacy*: Students are exposed to the vocabulary and tools of branding strategies. Students conduct research to solve a client's branding problem and apply the gathered information beneficial for strategic branding.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR3310:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication.
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

Students will:

- Examine the impact of advertising, promotion, and public relations on branding
- Students will learn to position brands and define communication objectives. Learn how to use data to understand market segments and select target markets, tasks and themes for their communication.
- Learn the basics of psychological research on persuasion and attitude formation and understand principles of communicating a persuasive message about a brand.
- Understand what makes some messages survive, and “stick around” longer than others and why.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

Students will:

- Learn about ways to systematically use creativity templates and evaluate the creativity of campaigns.
- Understand viral and other forms of non-traditional forms of advertising: Using concrete case examples, learn principles of viral and other non-traditional forms of advertising and learn about the role of these in media allocation
- Understand the use of storytelling in advertising: Gain awareness of what makes for a good or bad story, and how to use stories in creating infectious campaigns and differentiating a brand

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR ADVR3310:

Awareness:

- Student learn the components of a strategic branding campaign.

Understanding:

- Students understand how the components of an branding campaign can achieve the client’s goals.

Application:

- Student write, design and upload a branding campaign, produce a 20-minute multimedia presentation and present it to a panel of advertising professionals.

JOURNALISM AND STRATEGIC MEDIA POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

STUDENT SUPPORT:

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.