

Branding and Strategic Media

ADVR 3310-001

1-2:25PM, 112 MJ

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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.
- Students are to provide thoughts and generate “quick reports” on any current advertising news and brand developments.

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.

GRADING:

ACTIVITIES	DESCRIPTIONS	POINTS
Tests	2 @ 100 points ea. (T/F & M/C) 30 Qs – 3/5pts ea. = 100pts per test	200
QIPs	Ten 1-page papers; 10pts ea.	100
Branding Project/ Plan	4 sections: Brand Analysis/Overview (30pts) Market Perceptions (30pts) Campaign Launch Plan (30pts) Measurement / Assessment (10pts)	100
Branding Project/Presentation	Grade Criteria: 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 16 - 18	Class Overview Personality Assessments	
2	Week of JAN 23 - 25	Group Assignments Chapter 1: Marketing Strategy & Tactics	QIP #1: Due Jan 26
3	Week of JAN 30 -FEB 1	Chapters 2: Brands as a Means of Creating Market Value	QIP #2: Due Feb 2
4	Week of FEB 6 - 8	Chapter 3: Developing a Brand Strategy	QIP #3: Due Feb 9
5	Week of FEB 13 - 15	Chapter 4: Designing Brand Tactics	QIP #4: Due Feb 15
6	Week of FEB 20 - 22	Chapter 5: Managing Brand Portfolios	QIP #5: Due Feb 23
7	Week of FEB 27 - MAR 1	Chapter 6: Managing Brand Dynamics	TEST 1 (CHAPTERS 1 – 5) QIP #6: Due Mar 2
—	Week of MAR 6 – 8	<i>SPRING BREAK</i>	<i>SPRING BREAK</i>
8	Week of MAR 13 - 15	Chapter 7: Protecting the Brand	QIP #7: Due Mar 16
9	Week of MAR 20 - 22	Chapter 8: Brand Analysis and Planning	QIP #8: Due Mar 16
10	Week of MAR 27 - 29	Chapter 9: Brand Equity & Brand Power	QIP #9: Due Jan 26
11	Week of APR 3 - 5	Chapter 10: Brand Research	TEST 2 (CHAPTERS 6 – 10) QIP #10: due Apr 6

12	Week of APR 10 – 12	Content Reviews Presentation Group Work / Feedback		
13	Week of APR 17 - 19	17: Presentation Group Work 19: Group Presentation	17: Presentation Group Work 19: Group Presentations	
14	APR 24 (Last Class)	Group Presentations	Group Presentations	
—	WED APR 25	<i>LAST DAY OF CLASSES</i>	<i>LAST DAY OF CLASSES</i>	
—	APR 27 – MAY 3	<i>EXAMS</i>	<i>EXAMS</i>	

DEPARTMENT 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 contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

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 a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication 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:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please 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. Mass communications 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.