

Branding & Strategic Media

ADVR 3310

Spring 2021

MW 12:40-2:05 p.m.

Class will meet virtually via Zoom on MW 12:40-2:05 p.m. until notified differently

Prof. Joel M. Nichols

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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

Textbooks, Software and Required Materials

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

Classroom format

The class will be presented in seminar format. Because of the amount of work and also because the nature of the course is to make this class as real to life as possible, all students will work in groups. Groups will be expected to meet outside of class on a regular basis. There will also be time to meet during class; therefore, class attendance and being on time is mandatory.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 3310 to enter your course and read the instructions on the welcoming page

Course Requirements

- 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 Other issues

- 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:

<https://interbrand.com/best-global-brands/>

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.

Couse 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.

Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

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 (Quick Information Papers)	- 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: - 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	200
TOTAL POINTS		600

COURSE SCHEDULE

Week 1, JAN 20

Class Overview

Personality Assessments

Week 2, JAN 25 & 27

Group Assignments

Chapter 1: Marketing Strategy & Tactics

Due Dates/Tests: QIP #1: Due Jan 29

Week 3, FEB 1 & 3

Chapters 2: Brands as a Means of

Creating Market Value

Due Dates/Tests: QIP #2: Due Feb 5

Week 4, FEB 8 & 10

Chapter 3: Developing a Brand Strategy

Due Dates/Tests: QIP #3: Due Feb 12

Week 5, FEB 15 & 17

Chapter 4: Designing Brand Tactics

Due Dates/Tests: QIP #4: Due Feb 19

Week 6, FEB 22 & 24

Chapter 5: Managing Brand Portfolios

Due Dates/Tests: QIP #5: Due Feb 26

Week 7, MAR 1 & 3

Chapter 6: Managing Brand Dynamics

Due Dates: TEST 1 (CHAP 1 – 5); QIP #6: Due Mar 5

Week 8, MAR 10

WELLNESS BREAK

Week 9, MAR 15 & 17

Chapter 7: Protecting the Brand

Due Dates/Tests: QIP #7: Due Mar 19

Week 10, MAR 22 & 24

Chapter 8: Brand Analysis and Planning

Due Dates/Tests: QIP #8: Due Mar 26

Week 11, MAR 29 & 31

Chapter 9: Brand Equity & Brand Power

Due Dates/Tests: QIP #9: Due Apr 2

Week 12, APR 5 & 7

Chapter 10: Brand Research

Due Dates/Tests: QIP #10: due Apr 9

Week 13, APR 13 & 15

Chapter Reviews

Presentation Group Work / Feedback

Due Dates/Tests: TEST 2 (CHAP 6 – 10); Due Apr 16

Week 14, APR 19 & 21

Presentation Group Work / Feedback

Week 15, APR 26

Group Presentations

APR 27

LAST DAY OF CLASSES

APR 30 – MAY 6

EXAMS

ASSESSMENT AND OUTCOMES

Five Pillars in ADVR 3310

- *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.
- *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.
- *Professionalism:* Students learn the impact of advertising, promotion, and public relations on branding.
- *Writing:* Students write an integrated branding campaign project.

Professional Values and Competencies in ADVR 3310

- 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)

- 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)

- 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

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.

Electronic devices

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 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.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

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 and strategic 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

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 and accommodations

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

Diversity and inclusivity

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

Students 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.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.