Branding & Strategic Media
STRM 4220-M50
SPRING 2026
Online

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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.

Prerequisite
STRM 3200 Intro to Strategic Media

Textbooks, Software and Required Materials
Chernev, Alexander, "Strategic Brand Management," Cerebellum Press

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 online learning home page:
   https://memphis.instructure.com/
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
- Class contribution. Adequate preparation for and full participation and involvement in the class projects/discussion.
- 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 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).
Website: https://interbrand.com/best-global-brands/global/

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 10-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 goals
- Examine the effect 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%

AI/ChatGPT
You must obtain permission from the instructor before using ChatGPT or other AI tools to assist with assignments in this course. Once permission is granted, AI may only be used as directed. Assignment submissions may run through AI detection software. Unauthorized use may result in a failing grade or a request to resubmit an assignment. Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

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 (50pts) - Plan Synopsis (50pts) - Creative Execution (50pts) - Power Point Creativity (50pts)	200
TOTAL POINTS		**600**

COURSE SCHEDULE

Week 1
Class Overview

Week 2
Chapter 1: Marketing Strategy & Tactics
Due Dates/Tests: QIP #1 due

Week 3
Chapters 2: Brands as a Means of
Creating Market Value
Due Dates/Tests: QIP #2 due

Week 4
Chapter 3: Developing a Brand Strategy
Due Dates/Tests: QIP #3 due

Week 5
Chapter 4: Designing Brand Tactics
Due Dates/Tests: QIP #4 due

Week 6
Chapter 5: Managing Brand Portfolios
Due Dates/Tests: QIP #5 due

Week 7
Chapter 6: Managing Brand Dynamics
Due Dates: TEST 1 (CHAP 1 – 5); QIP #6 due

Week 8, SPRING BREAK

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM4220
- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and

technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current 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)
- Understand the key brand functions of identity, differentiation, and value.
- Analyze the brand strategies of various companies and their competitors.
- Describe the branding process, including brand analysis, understanding customer perceptions, and message development.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
- Develop strategic branding plans and campaigns, which include brand, competitive and customer analysis, along with the development of brand tactics, budgets, and schedules.
- Evaluate the effectiveness of existing brand messages and campaigns.
- Write reviews of existing, current brand messages in various media outlets, i.e. billboards, TV commercials, social media ads, etc.

How assessment of student learning will be met

Awareness
- Recognize the components of a strategic branding campaign.

Understanding
- Recognize how the components of a branding campaign can achieve the client's goals.

Application
- Write, design and upload a branding campaign, produce a 20-minute multimedia presentation and present it to class.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email
You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

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

AI/Chat GPT
The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance
Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition
Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity
The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs
You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines
All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

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

Disability and accommodations
If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.