

DEREE COLLEGE SYLLABUS FOR: CN 4413 BRAND BUILDING IN ADVERTISING											
(Previously CN 4513 Brand Building in Advertising) (Updated: Fall 2020)		US CREDITS: 3/0/3 UK LEVEL: 6 UK CREDITS: 15									
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2310 Introduction to Advertising										
CATALOG DESCRIPTION:	The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans.										
RATIONALE:	Students will learn to recognize the importance of identity and associations for brand building through communication. They will be able to manage an organization's identity, image, and associations, not only by avoiding placing short-term performance before the health of the brand but also by avoiding letting style supersede substance. They will learn to employ integrated communications and develop appropriate communication plans, as well as perform brand audit and background research through the use of widely accepted frameworks and tools.										
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of the major theories and key concepts relevant to branding and brand building through communication. 2. Manage brands strategically by creating, developing and exploiting their assets. 3. Compose concrete integrated communication plans, based on relevant research and analysis, purposefully linking together forms of communications and messages across the media. 4. Select important audiences to the brand, evaluate their needs and wants and identify appropriate ways to target them. 5. Make relevant, creative and original positioning and communication recommendations on a tactical as well as strategic level. 										
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class Lectures ➤ Interactive Learning (class discussions, group work, creative sessions) ➤ Briefings ➤ Case studies ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. ➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 										
ASSESSMENT:	<table border="1"> <tbody> <tr> <td>Oral presentation – formative</td> <td>0</td> <td>In-class presentation and discussion of brand audit slides</td> </tr> <tr> <td>First assessment: presentation slides</td> <td>30</td> <td>Brand audit with background research component</td> </tr> <tr> <td>Second assessment: Individual project</td> <td>70</td> <td>2,800-3,000-word assignment on brand building, with analytic and creative components</td> </tr> </tbody> </table>		Oral presentation – formative	0	In-class presentation and discussion of brand audit slides	First assessment: presentation slides	30	Brand audit with background research component	Second assessment: Individual project	70	2,800-3,000-word assignment on brand building, with analytic and creative components
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Second assessment: Individual project	70	2,800-3,000-word assignment on brand building, with analytic and creative components									

	<p>The formative course work aims to prepare students for the summative assessment.</p> <p>The first assessment (presentation slides) tests Learning Outcomes 1, 3, and 4. The second assessment (individual project) tests Learning Outcomes 1, 2, 3, 4, and 5.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Moriarty, S.E. & Mitchell, N. (2019). Advertising & IMC: Principles & Practice, 11th edition, New York: Pearson</p> <p>RECOMMENDED READING:</p> <p>Tybout, A. M. & Calkins, T. (Eds.), (2019). Kellogg on Branding in a Hyper-Connected World. Hoboken, New Jersey, John Wiley & Sons</p> <p>Kotler, P., Armstrong, G. & Opresnik, M. O. (2018). Principles of Marketing, 16th (global) edition, Pearson Education: Chapters 4-6 (Audience Behavior) and 14-17 (Integrated Communication and Communication and Media Channels).</p> <p>Information Resources Management Association (IRMA), (2018). <i>Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications</i>, Hershey PA, USA, IGI Global.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	Word, PowerPoint, Overhead Projector
COMMUNICATION REQUIREMENTS:	All papers using Word All presentations using PowerPoint, if required, or overhead projector All verbal presentations using professional and coherent English
SOFTWARE REQUIREMENTS:	Word, PowerPoint software
WWW RESOURCES:	www.design.gr www.brandexcel.com www.yalosdesign.com
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction to Brands, Brand Building and Communication 2. Importance and effects of Brand Communication in society 3. Introduction to the brand prism and individuals perceptions 4. Brand identity and other fundamental components of branding 5. Brand positioning: choosing and sustaining brand positioning 6. Developing associations 7. Brand image 8. Repositioning a brand 9. The brand as social currency: brand purpose 10. Dealing with brand portfolio perceptions and associations 11. Types of brands 12. Competitive brand communication strategies 13. Differentiation strategies

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| | <ol style="list-style-type: none">14. Global issues in branding15. Ethical issues in branding16. Legal issues in branding17. Identifying target audiences18. Linking objectives to audiences19. Approaching segmentation, targeting and positioning20. Brand design and design thinking21. Leveraging touchpoints for branding22. Customers in branding23. The process of building a new brand24. Building brands and new trends in advertising25. Processing advertising messages: motivation and persuasion26. Integrated Communications and Total Communication27. Background research and brand audit28. Creating a brand communication and media plan29. Media30. Creative and visual communication |
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