



INTEGRATED MARKETING COMMUNICATIONS

COURSE SYLLUBUS JOUR 823 – BRANDING IN MARKETING COMMUNICATIONS

INSTRUCTOR: Phil Bressler
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OFFICE HOURS: Monday, 5:30 – 6:15 PM – I will be in the classroom early.
If you would like to visit in person, or would like to set a time to meet when mutually convenient, please call me at the above number or send an email.

CLASS MEETINGS: Monday, 6:30 - 9:00 PM, Regnier 154

BLACKBOARD: We'll use KU Blackboard for discussions, quizzes and assignment submission.

COURSE DESCRIPTION FROM KU CATALOG:

Cases and topics in the development and execution of branding in marketing communications plans. The course emphasizes how organizations define actual brand problems and attempt to solve them.

COURSE DESCRIPTION FROM ME:

Given my ad agency and client background, and the fact that most, if not all of you taking the class, also have “real world” experience, this class will be less academic in nature and more focused on brand problems (and opportunities) that we all experience in our professional lives. We will start the semester by exploring branding: what it means, how to define it, and how great brands connect with an overall business strategy. With that foundation in place, we will turn our attention to a variety of real brand problems and we will explore ways of dealing with them. We will use actual examples and possibly discuss current issues you might be facing within your organizations. My intent is to treat you as graduate level, co-professionals and with that I will expect a high level of participation and class discussion.

LEARNING OBJECTIVES:

- Learn how to develop a relevant, concise and lasting brand strategy
- Understand why developing a focused brand strategy is so important
- Learn how to recognize common brand problems and opportunities
- Learn how to utilize tools to help manage these problems within any organization

TEXTBOOKS:

No assigned book for the class. Suggested reading would include:

- Aaker, David A., *Brand Relevance – Making Competitors Irrelevant*, 2011
- Adamson, Allan P., *Brand Simple (How the Best Brands Keep it Simple and Succeed)*, 2006
- Karlgard, Rich, *The Soft Edge*, 2014.

ASSIGNMENTS AND POINTS):

<u>Assignment</u>	<u>Points</u>	
Writing Assignments (2 x 50 points each)	100	(10%)
Brand Essence Individual Assignment (1x)	100	(10%)
Brand Essence Group project (1x)	200	(20%)
Brand Problems/Overall Discussion Participation	400	(40%)
Final	<u>200</u>	<u>(20%)</u>
	1000	TOTAL



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GRADING:

Your final grade will be based on a scale of 90%, 80%, 70%, 60% of the total points possible. The School of Journalism uses a plus/minus grading system.

You will receive a grade for class participation. The size and nature of our class gives us a special opportunity to develop small group and individual communication skills and to develop professional and personal relationships with fellow classmates. Please come prepared for every class meeting. My intent is to treat you as graduate level, co-professionals and with that I will expect a high level of participation and class discussion.

ATTENDANCE, PRESENTATIONS AND LATE ASSIGNMENTS:

You are allowed one unexcused absence from the class. After that, each unexcused absence will reduce your course grade by a plus or minus. **If you know in advance that you will be missing class, please inform me via e-mail or phone.** Preparation and participation are basic requirements at the graduate level. If you have problems with either of these, we'll meet to address this. If your preparation/participation doesn't improve, your grade will be reduced by one letter grade.

Deadlines are important and assignments must be turned in on time. Unexcused late assignments will result in a 10% reduction of that grade for each 24-hour time period that it's late. In all cases, if you have a good reason for miss class or turning in work, you must make arrangements with **prior** to missing class to turn in work on deadline.

CELLPHONE/LAPTOPS:

Please show courtesy by turning off your cell phones during class time. If you have a pending emergency and must have your phone on, please set the ringer to vibrate. Obviously during breaks from class you are free to use your phone at your discretion. I prefer you do not use laptops or tablets during class to take notes, as the sound of typing can also be disruptive to the presenter. However, I will allow the use of laptops for in-class writing assignments.

JOURNALISM SCHOOL POLICY ON CLASSROOM ATTENDANCE

No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting. The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

COPYING OR RECORDING

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audiotape lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.



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ACADEMIC MISCONDUCT

The School of Journalism adheres to the University policy on academic misconduct, which includes cheating on an exam or signing the attendance sheet for someone absent.

POLICY ON PLAGIARISM AND FABRICATION/FALSIFICATION (adopted May 7, 2004)

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

INCLEMENT WEATHER AND SPECIAL NEEDS (revised 8/3/06)

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact me privately in regard to this course.