
ADVANCED BRANDING PRACTICUM in Fall 2018 (CM5066)

Course Code	CM5066	Professor(s)	Mitch Markson
Prerequisites	None	Office Number	N/A
Class Schedule		Office Hours	by appointment
Credits	4	Email	mmarkson@aup.edu
Semester	Fall 2018	Office Tel. Ext.	N/A

Course Description

Advanced Branding Practicum: "Brands in Motion" -- Navigating a new and dynamic journey for brands through channel neutral ideas, purpose, participation, content and modern public relations. The class will use case studies and proven agency methodologies. Students will take on real client/brand challenges and topical societal issues to workshop and evaluate.

Course will consist of three projects/assignments that students will be required to present and/or turn in at the end on the final day of class:

1. Team Assignment: Students will be divided into groups to collaborate on topical societal issues and transform them into vibrant branded campaigns, recommending relevant brands and NGOs to cooperate with. Teams will develop a strategic plan using the processes taught in class and present their recommendations on the final day/s of class.
2. "Adopt" a Brand: Students will choose a "brand" (product, city/country, organization or NGO) to bring in and work on over the course period. Some advance work here will include selection of brand, background information on your chosen brand and rationale for choosing. Please choose a "brand" you believe needs nurturing, some serious TLC and revitalization or rehabilitation. Based on the lectures given, students will be expected to develop an initial "starter" plan to rejuvenate their chosen brand.
3. "Your Personal Brand": Students will develop their own personal brand plan using the methodologies taught in class.

Course Learning Outcomes

Develop relevant insights, smart strategies and channel neutral ideas
Master the power of social purpose for commercial and social gain
Develop activation plans/proposals that involve and motivate consumers and other stakeholders
Apply process to help achieve communications and business goals

General Education

[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

CLASS SCHEDULE:

(Oct. 2nd to October 18th and Nov. 7th to Nov. 10th):

Tues. Oct. 2 (18h30 – 21h25) room C-102 (6, rue Combes, 75007)

Thurs. Oct. 4 (18h30 – 21h25) room C-505 (6 rue Combes, 75007)

Tues. Oct. 9th (18h30 – 21h25) room C-505

Thurs. Oct. 11th (18h30 – 21h25) room C-505

Mon. Oct. 15th (20h05 – 21h25) room C-505

Tues. Oct. 16th (18h30 – 21h25) room C-505

Thurs. Oct. 18th (18h30 – 21h25) room C-505

Wed. Nov. 7th (15h20 -21h25) room C-102

Fri. Nov. 9th (15h20 – 21h25) room C-102

Sat. Nov. 10th (10am – 6pm) room C-102

COURSE OUTLINE

(Case histories and/or client pitch decks presented and discussed at each class)

Tuesday, October 2nd

? Welcome and intros; “Brands in Motion” introductory lecture and discussion: Part 1

? Course assignments distributed and discussed

? Team projects

? Adopt a brand and reinvent it (your choice)

? Personal branding: “brand you.”

Thursday, October 4th

? The Importance of Process and Methodologies to help develop your brand communications strategy, idea and action plans (Part 2 of intro. Lecture)

? Be, Do, Say and Share brand framework

? BrandCARE

? Ogilvy’s Fusion, the Big Ideal and SHARES

? Markson IdeaCraft Process: “EVOLVE4

Tuesday, October 9th

? Purpose Branding lecture and discussion

? Idea/Purpose connection

? Breakout sessions to work on team projects

Thursday, October 11th, Monday, October 15th and Tuesday, October 16th

? Real client cases and/or client prospect pitch decks presented at beginning of class this week to analyze, learn from and apply

? Strategy and Planning: How research is developed, analyzed and turned into strategy and ideas

? Earned, Owned, Paid and Shared Media Spectrum discussion

? In-class, hands-on branding exercises

? Personal Branding, Adopt a Brand student assignment check-in/updates during this week

? Intensive class time work on team projects (team collaboration within your selected groups)

Friday, October 18th

? Teams present first stage draft of their social issue brand campaigns (up to strategy)

Wednesday, November 7th

? Presentation skills training: "the one-minute elevator pitch before the door closes."

Friday, November 9th

? Final presentations of team projects with feedback: Part 1

Saturday, November 10th

? Final presentations of team projects with feedback: Part 2

? "The 600 LB Gorilla in the Room" Question – Job and Career Planning (Big vs. Small Agency, Non-profit/NGO, Government or Entrepreneurial paths...)

? Wrap-up discussion, Q&A and conclusion

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE POLICY:

Attendance is mandatory. Due to the condensed time frame of this module, it will be nearly impossible to satisfy the grading requirements if a student is absent on any given day. Only an extreme documented illness or emergency will be a reason for a possible excuse of absence.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

GRADING:

Attendance and Participation in Discussions 25%

Your Personal Brand Plan 10%

Adopt a Brand Plan 25%

Team Project/Client Brief 40%

GRADE SCALE:

A = Superior (uniformly excellent in creativity, thoughtfulness, preparation)

B = Very Good (exceeds the expected level of competence/preparation)

C = OK/Satisfactory (fulfills requirements at an average level)

D = Needs Improvement (falls short of average level of competence & preparation)

F = Fail/Unsatisfactory (fails to engage with components of the assignment/course)

Other

