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## ADVANCED BRANDING PRACTICUM in Fall 2019 (CM5066)

Course Code	CM5066	Professor(s)	Mitchell Markson
Prerequisites	None	Office Number	
Class Schedule		Office Hours	By appointment
Credits	4	Email	mmarkson@aup.edu
Semester	Fall 2019	Office Tel. Ext.	

## Course Description

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Advanced Branding Practicum: "Brands in Motion" -- Navigating a new and dynamic journey for brands through channel neutral ideas, purpose, engagement, content, substance and modern communications. 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 **two projects/assignments that students will be required to present and/or turn in at the end of the course.**

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.

## Course Learning Outcomes

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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

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# General Education

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## Course Outline

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### CLASS SCHEDULE:

**(Oct. 16th to October 26th):**

Wed. Oct. 16 (3:20 – 9:25pm) room Q-704 (69, Quai D'Orsay)

Fri. Oct. 18 (3:20 – 9:25pm) room Q-704

Sat. Oct. 19 (10:00 am – 6pm) room Q-704

Wed. Oct. 23 (3:20 – 9:25pm) room Q-704 (69, Quai D'Orsay)

Fri. Oct. 25 (3:20 – 9:25pm) room Q-704

Sat. Oct. 26 (10am – 6pm) room Q-704

### COURSE OUTLINE

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

#### **Wednesday, October 16th**

- Welcome and intros; “Brands in Motion” introductory lecture and discussion
- The Importance of Process and Methodologies to help develop your brand communications strategy, idea and action plan
- Course assignments distributed and discussed
  - Team projects
  - Adopt a brand and reinvent it (your choice)

#### **Friday, October 18th**

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- **Purpose Branding** lecture and discussion
  - **Idea/Purpose connection**
  - Breakout sessions to work on team projects

### **Saturday, October 19th**

- Real client cases and/or client prospect pitch decks presented to analyze, learn from and apply
- Intensive class time work on team projects (team collaboration within your selected groups)
- Alignment on objectives, key insights, strategy/strategic positioning
- Development of big idea and initial tactics

### **Wednesday, October 23rd**

- Real client cases and/or client prospect pitch decks presented to analyze, learn from and apply
- Intensive class time work on team projects (team collaboration within your selected groups)
- Re-assessment of insights and strategy and final development of big idea, initial tactics, evaluation

### **Friday, October 25th**

- Pitch deck refinement and last-minute edits
- Dress rehearsal presentations of team projects with feedback

### **Saturday, October 26th**

- Final presentations of team projects to review panel with feedback
- “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

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## Textbooks

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This course doesn't have any textbook.

## Attendance Policy

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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

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### **GRADING:**

Attendance and Participation in Discussions	30%
Adopt a Brand Plan	20%

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Team Project/Client Brief

50%

**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**

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