
GLOBAL COMMUNICATIONS in Fall 2018 (CM5001B)

Course Code	CM5001B	Professor(s)	Christy Shields, Robert Payne, Waddick Doyle
Prerequisites	None	Office Number	G-306
Class Schedule	MR: 13:45-15:05 in C-505	Office Hours	Thursdays 4:00pm to 6:00pm
Credits	4	Email	cshields@aup.edu, rpayne@aup.edu, wdoyle@aup.edu
Semester	Fall 2018	Office Tel. Ext.	

Course Description

The course introduces students to problematic of the contemporary brand as a social, cultural and commercial practice. They learn contemporary brand theory and its applications in a contemporary environment. 'Brands' are becoming for our century what mass produced goods was for the twentieth century. Students will examine the whole process of belief and social life.

In the second part of the course, students complete a communications audit of a brand examining all aspects of its communicative strategies from package design to employee behaviour as well as clothing, web design, social media, architecture, shop design. The course will also examine how branding now has extended beyond consumer brands to such areas as NGOs and politics (political parties as brands and politicians as brands) and become one of the principal forms of contemporary social organisation.

Course Learning Outcomes

What sort of human phenomena do we study in communication studies?

What are the methods at our disposal for understanding, analyzing, and producing communications?

How does one conduct a professional research project in communications studies?

What are the social, political, and philosophical assumptions that underlie particular research methodologies? What are the strengths and weaknesses of each methodology?

Students will also develop the following skills for academic research in communications: drafting a literature review, producing an appropriate bibliography, and distinguishing between an annotated bibliography and a literature review;

thinking through and justifying the choice of an appropriate method;
demonstrating a working knowledge of this method by collecting data and producing some initial findings based on appropriate analysis;
recognizing the advantages and difficulties of the method chosen;
recognizing and using internationally accepted standards for documentation and style.

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

SEPTEMBER

Week I

Session I : Monday September 9

TOPIC: READINGS: NYT and The Guardian

Introduction to key concepts of Branding

Session II: Thursday 12 September

TOPIC: Semiotic Analysis of Brands 1

READINGS:

1. [Danesi, Marcel Brands \(Routledge Instructions to Media and Communications\)](#) (link) pp. 1 to 69 on Blackboard)
2. Tom Streeter (http://www.uvm.edu/~tstreete/semiotics_and_ads/contents.htm I)

Week II

Session I: Monday 16 September

TOPIC: Semiotic Brands 2

READINGS: Doyle, Waddick. "[From Naturalisation to Sacralisation: Changing Paradigms for Analysing Visual Advertising](#)" (link) Section 1, 2, 3, 4? Paper presented at the annual meeting of the International Communication Association, Marriott Hotel, San Diego, CA, May 27, 2003, May 26, 2009

Recommended Reading: Berger "Ways of Seeing" Chapter 7

Session II: Thursday 19 September

TOPIC: Frames of advertising, contexts, media worlds, and brand worlds
READING: Doyle, Waddick. "From Naturalisation to Sacralisation: Changing Paradigms for Analysing Visual Advertising" (Section 5, 6, 7, 8, Conclusion)

Week II

Session I: Monday 24 September

TOPICS: Disruption and Branding

READING: Dru, J-M, Disruption: Overturning Conventions and Shaking Up the Marketplace John Wiley New York 2007 pp. 1 to 32

Session II: Thursday 27 September

TOPICS: Branding in the age of social media

READING: Holt D. Branding in the Age of Social Media Harvard Business Review March 2016

<https://hbr.org/2016/03/branding-in-the-age-of-social-media>

Week IV

Session I: Monday 1 October

TOPICS: Narrative and Values

READINGS:

1. Carla Melo and Paulo de Lencastre

Values underlying the consumption of perfume: Social-semiotic approach"

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2. ["Soap Powders and Detergents" in Barthes, Roland, translated by Annette Lavers. Mythologies London, Paladin, 1972 with a new introduction by Neil Badminton, published by Vintage \(UK\), 2009](#)

Compare and contrast these commercial websites

<http://smallbiztrends.com/2015/05/what-is-brand-storytelling.html>

<http://www.i-scoop.eu/using-storytelling-strengthen-brand/>

<http://thestoryoftelling.com/brand-story-services/>

<http://www.forbes.com/sites/work-in-progress/2013/02/05/5-secrets-to-using-storytelling-for-brand-marketing-success/#857839b3dd99>

<https://www.marketingweek.com/2016/02/28/why-brand-storytelling-should-be-the-foundation-of-a-growth-strategy/>

Semiotic Analysis Proposal Submission Due

Session II: Thursday 4 October

TOPIC: Semiotics of Consumer Space

READINGS:

1. Oswald, Laura R Marketing Semiotics: Signs, strategies, and Brand value. OUP Oxford 2012 pp148 to 200 electronic books available at library
2. SlidesShare: [The Future of Retail Engagement: A Semiotic Speculation](#)

Week V

Session I: Monday 8 October

TOPICS: Cultural branding, Luxury and Meta-Communication

READINGS:

1. Heilbrunn B. Brave New Brands: Cultural Branding between Utopia and Atopia in Brand Culture by Jonathan E. Schroeder, Miriam Salzer-Möring, Søren Askegaard Routledge 2006 pp. 103 to 118
2. Sturken M. and Cartwright L Practices of Looking: An Introduction to Visual Culture OUP 2007 Oxford pp. 270 to 277

Session I: Thursday 11 October

TOPIC: Semiotic Analysis presentations

READING: None

Week VII

Session I: Monday 15 Session II: Monday 15 October

TOPIC: The Desire Code

READINGS:

Walker R. Textbook Chapter Part 1: The Desire Code (pp. 1 –71

Session II: Thursday 18 October: Guest lecture : Prof. Peter Barnet

Brand equity

Week VIII

Session I: Monday 22 October guest lecture: Deirdre Gilfedder

TOPIC: Brand Audit Guidelines Techniques : Brand Audit Mood Boards and Focus Groups

READING: TBA

Session II: Thursday 25 October

TOPIC: Brand Audit Guidelines Techniques

READING: Brand Audit Introduction: Measuring Brand Equity

Professor Peter Barnet Guest Lecture on Brand Assessment

Week IX

Session I: Monday 29 October :

October TOPIC: Click and Marketing

READINGS:

1. Walker pp.71– 145 textbooks
2. Recommended: Banet Weiser S. Authentic pp. 91 to 121

Session II: Thursday 1 November TRIP TO LONDON

Fall Break Reading: Brand Valuation: Lury and Moore (Blackboard)

NOVEMBER

Week X

Session II: Monday 5 November: Guest Lecture: Louisa Taouk
TOPICS: Branding Research understanding social trends

READING: NONE

Session I: Thursday 8 November
TOPIC: Brand Evaluation

READINGS:

1. Brand Valuation, Lury and Moor on Blackboard

Session II: Monday November 12
TOPIC: The New Political Brands and the Economy of Attention

READINGS:

1. Corner in Aronczyk and Powers Blowing Up the Brand Critical Perspectives on Promotional Culture (eds.) 2010 pp. 53 to 71
2. Doyle and Consentino G, pp. 219 to 236

Recommended: Banet Weiser S., Authentic pp. 125 to 165

Week XII

Session I: Thursday day 15 November

TOPIC: Branding Cities

READINGS:

1. Klingman Anna "Celebration" reading on blackboard
2. SlidesShare: [City Brand Audit: Copenhagen and Paris](#) *Recommended:* Marx, The Fetishism of Commodities and the Secret Thereof

Session II: Monday 19 November
TOPIC: Word Associations Maps

READING: [Adam Arvidsson](#): Meaning and Value in Media Culture pp.1 to 17

Week XIII

Session I: Thursday 22 November, Guest Lecturer Chantal Ferraro

TOPIC: YouTube and Content Branding

READING: Banet-Waiser S. Authentic NYU press 2012 pp.57 to 89 and 208 to 212

Session II: Monday 26 November: Brand Theory

1. Aronczyk and Powers, Blowing Up the Brand Critical Perspectives on Promotional Culture 2010, pp. 1 to 21
2. *Recommended*: Marx, The Fetishism of Commodities and the Secret Thereof

Brand Audit Submission Due

Week XIV

Session I: Monday 29 November

TOPIC: Brand Theory 2

READING: [Adam Arvidsson](#): Meaning and Value in Media Culture pp.1 to 17

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Week XV

Session I: Monday 3 December

Brand Audit Presentations

TOPIC: Brand Audit Presentations

READING: NONE

Session II: Thursday 8 December Brand audit Presentations

Monday 10 December: Distribution of final exam questions

FINAL EXAM IS MONDAY DECEMBER 17 2018 12:00PM

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE:

Active participation of students is central to success in this class. Students are required to log in written responses to the reading and come to class with position papers on those readings. These position papers should be two paragraphs. Students will be chosen at random to discuss their response on their position paper in every class. Send Position Paper by 7pm before every class to brandsbelief@gmail.com **Please also print them out and bring them to class.**

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:

Participation 10%

Position papers 20%

Semiotic Analysis 10%

Brand Audit: 40%

Final exam 30%

* Students should develop a one-page brand audit proposal and submit it to Professor Doyle by email for approval. This can be done individually or in groups of two.

Other

RELATIONSHIP BETWEEN THE GRADUATE PROGRAM LEARNING OBJECTIVES AND THE COURSE LEARNING OBJECTIVES:

Our economy is now one dominated by information and communication with unprecedented accelerated global circulations of meaning. Brands are key examples of this concentration and commoditization of meaning.

1. Students will come to understand and develop critical perspectives on branding and the global circulation of meaning
2. They will also understand the relationship of brands to media culture and broadcast and social media
3. In addition, they will develop practical skills in conducting semiotic analyses and brand audits