



INTEGRATED MARKETING COMMUNICATIONS

COURSE SYLLUBUS

JOUR 823 – BRANDING IN MARKETING COMMUNICATIONS

INSTRUCTOR: Phil Bressler
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OFFICE HOURS: Tuesday, 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: Tuesdays, 6:30 - 8:30 PM, Regnier 254

BLACKBOARD: We'll use KU Blackboard for 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 focused more on real concepts in branding today. 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 work together on building a brand for a real client and will discuss common brand issues that arise during that process. I also want to explore actual situations/opportunities/challenges that you might be facing in your current role as a marketer. We will have time to discuss that in class. We will also utilize online discussions during the week to stay on top of current brand topics.

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
- Develop a brand by working together on a real client assignment

TEXTBOOKS:

No assigned book for the class. Highly 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

Sharp, Byron, *How Brands Grow*, 2010 (yet getting a lot of buzz lately)



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ASSIGNMENTS AND POINTS):

<u>Assignment</u>	<u>Points</u>
Business Strategy Assignment	50 (5%)
Brand Essence Assignment	100 (10%)
How Brands Grow Assignment	50 (5%)
Class Discussion Participation	200 (20%)
Online Discussion Participation	200 (20%)
Final – Real Client Brand Development	400 (40%)
	<u>1000 TOTAL</u>

GRADING:

Your final grade will be based on a scale of 90%, 80%, 70%, and 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.



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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.

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.

KU WEAPONS POLICY

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with [state and federal laws](#) and [KU weapons policy](#). Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an uncocked position
- Must have the safety on, and have no round in the chamber.



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Lab classes

This course takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Tests and quizzes

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed **LOCATION** during exams and quizzes, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Workshops and design-build Facilities

Coursework in the shops and in some design-build courses takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended. Several course-related activities require use of power tools and equipment that may catch on loose-fitting clothing. Activities also require physical movements that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun must review and plan each day accordingly, and if they cannot adequately conceal a handgun on their body, are responsible for making alternate arrangements as necessary before arriving to the workspace. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Performance classes / athletic training / recreation classes / other

This course requires interactive movement, clothing changes, and/or physical contact with others that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun must review and plan each day accordingly and transfer their handgun to a secured device in their vehicle or their residence before arriving to class. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Field Trips A (unattended backpacks)

This activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. Many field trip locations do not provide appropriate secured storage for handguns. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun.



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Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

Field Trips B (visit to restricted areas, unattended backpacks)

This activity will require students to visit areas where a variety of self-defense weapons may be legally restricted. Students will also be expected to leave belongings such as backpacks and purses away and unattended for prolonged periods. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun or other means of self-defense should plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

Field Trips C (unattended backpacks, out-of-state travel)

In addition to traveling out of state, this activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun are responsible for knowing and following all related laws and restrictions of the ultimate destination as well as points in between. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

Signage

Ambler Rec Center (and other studio or workshop lockers)

The recreation center lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their handgun to an approved secure storage device in their vehicle or their residence before arriving for recreational activities.