

Course Outline

MSPC 210: Marketing and Branding

Fall 2018

Nikki van Dusen, MA, APR

Class Time: Mon/Wed 3:30 – 4:50 pm	Class Location: Room 2304
Office Phone: 403-342-3517	Office Hours: Thu 1:00 – 4:00 PM
E-mail: nikki.vandusen@rdc.ab.ca	Preferred Contact¹ Office hours or BB “99 problems” thread
Credit Hours: 3	Prerequisite: None

Academic calendar entry

Introduction to basic marketing communications and branding principles. Examine the integration of marketing practices in organizations and the strategies used to develop, maintain and change an organization’s brand identity. 3 credit hours (lecture).

Required texts and equipment

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity—4th edition*. Pearson Education.

Course outcomes

- Explain how marketing is used by corporate, government, and not-for-profit organizations
- Explain the relationship between marketing, advertising, public relations and branding
- Describe the historical development of branding and its relationship to an organization's marketing and communications plans
- Describe the process of developing a brand identity and re-branding
- Describe the impact of branding on audiences
- Identify how to reach target audiences
- Examine how brands differentiate themselves from other brands
- Explain how storytelling and use of emotion are used as marketing and branding tools
- Examine the ethical implications of marketing and branding, as well as the connection between branding and CSR (Corporate Social Responsibility)

Course topics/concepts

- Definitions of marketing, advertising, PR and branding
- Branding and audiences/consumers
- History of marketing and branding
- Reaching target audiences
- Brand identity
- Storytelling (words, images, and videos) and brand journalism
- Re-branding
- Marketing ethics

¹ You may also contact me by email. I will read email within 1 business day and respond within 2 business days. I won’t respond if your question can be answered on Blackboard or in the course outline.

Learning Activities

- assigned readings
- lectures
- group work
- online and in-class discussions
- in-class exercises
- case studies, possibly including volunteer work or Community Service Learning

Assessment, Assignments and Exams

<i>Activity</i>	<i>Due</i>	<i>Weight</i>
Assignment: CBBE analysis <ul style="list-style-type: none"> • Explore customer-based brand equity within your network and write an analysis • <i>Knowledge base: Parts VI, I</i> 	Sep 24	10%
Group project: Brand (change) management plan <ul style="list-style-type: none"> • Students complete this project in phases as we work through the term's learning • <i>Knowledge base: Parts I, II, III, IV, V</i> 	Phase 1: Oct 10 (10%) Phase 2: Oct 29 (10%) Full plan: Dec 3 (20%)	40%
Assignment: Brand U <ul style="list-style-type: none"> • Audit, analyse and reposition yourself with a strategy and a mantra • <i>Knowledge base: Parts IV, V, III</i> 	Nov 14	25%
Brand U storytelling portfolio (BUsp) <ul style="list-style-type: none"> • Develop brand storytelling material throughout the term • Revise based on feedback and submit as a final portfolio • <i>Knowledge base: Part V and provided readings</i> 	See schedule for interim deadlines Final portfolio due Nov 28	15%
Participation		10%
<i>Total weight</i>		100%

Detailed descriptions of each assignment, as well as grading criteria, will be available on Blackboard. **There is no final exam for this course.**

Deadlines and late assignments

Assignments are due at the time and date specified in Blackboard. If you cannot meet a deadline, you must **request and receive prior permission** beforehand. **Unexcused** late submissions lose 10% per 24 hours, up to 72, at which time it earns a grade of zero. Missed BUsp deadlines earn 0%.

Presentations must take place on their scheduled day.

Attendance and participation

Instructional strategies are dependent on active participation, including formal and informal student presentations, active questioning, critical analysis, and reflection.

Attendance in class, courteous and thoughtful participation in discussions, timely and competent completion of assignments and ethical behaviour are essential to the successful completion of this course.

Students who choose not to attend detract from the learning environment of their peers and must assume whatever risks are involved—and are solely responsible for catching up. Please respect the time of your instructor and peers in this matter.

Grading and feedback

Grading scale

Percentage	Grade	4-Point	
96-100	A+	4.0	
90-95.99	A	4.0	Excellent
85-89.99	A-	3.7	
80-84.99	B+	3.3	
75-79.99	B	3.0	Good
70-74.99	B-	2.7	
67-69.99	C+	2.3	
63-66.99	C	2.0	Satisfactory
60-62.99	C-	1.7	
55-59.99	D+	1.3	
50-54.99	D	1.0	Pass
0-49.99	F	0.0	Fail

Please note that a passing grade of D/D+ may not transfer to all receiving institutions; check with the receiving institution for clarification.

Feedback

Grades and feedback will be available no more than 10 days after your deadline. If you would like additional feedback on any assignment, please make an appointment, or drop in during office hours.

You are welcome to challenge any grade that you receive; however, I will only discuss any assessments after you have taken at least 72 hours to read the comments that I've given you and think about why I've assigned a particular grade to your work.

Mid-Term feedback

All grades will be posted on Blackboard. Mid-term grade, based on completed assignments to-date, will be available by the deadline.

The RDC Final Examination Policy

There is no final exam for this course.

In courses with Final Examinations, the [RDC Final Examination Policy](#) will apply. Please review this document to ensure that you understand the contents and implications of the policy.

Academic Misconduct

Academic misconduct in all its forms is a serious offence. Academic misconduct is the giving, taking, or presenting of information or material that unethically or dishonestly aids oneself or another on any work which, under normal circumstances, is to be considered in the determination of a grade or the compilation of academic requirements or the enhancement of that student's record or academic career. The two key areas of academic misconduct are plagiarism and cheating. Please read the definitions that follow.

Plagiarism

The use or close imitation of language, paintings, films, prototypes and ideas of another author and representation of them as one's own original work. The most common forms of plagiarism are copying or paraphrasing another author's work without proper acknowledgement, using the ideas or lines of reasoning of another author's work without proper acknowledgement, submitting work to which someone else has made substantial improvements to the content, and submitting the same work for multiple courses without approval.

Plagiarism can be judged to have occurred if the instructor has both the submitted material and original source that was copied, or if the student is unable to explain the terminology or ideas of a submission.

Cheating

Any attempt to give or obtain unsanctioned assistance in a formal academic exercise (e.g., examination). Some examples of cheating are unauthorized cheat sheets in a test or exams, the unauthorized use of electronic devices during an exam, and copying from an adjacent student.

- [Student Misconduct: Academic and Non-Academic Policy](#)
- [Appeal: Formal Policy](#)
- [Appeals: Informal Resolution Policy](#)

Student Rights and Responsibilities Policy

Red Deer College (RDC) is a learning community dedicated to the pursuit of knowledge and to ensuring that the adult learners it serves have the knowledge, skills, and competencies to develop to their full potential. The essential conditions for a learning community are an atmosphere of freedom, respect, and appreciation for the basic rights and responsibilities of all members of the community. Students should familiarize themselves with the RDC [Students Rights and Responsibilities Policy](#) and follow the guidelines defined within the policy

Audio-Visual Recording

Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

Important Red Deer College Dates: 2018 – 2019 Fall & Winter Terms

FALL 2018

Sep 3	Labour Day— <i>College closed</i>
Sep 4	New Student Orientation
Sep 5	First day of classes for Fall Term 2018 and Full Year 2018-2019 courses
Sep 14	Last day to register late or add/drop Fall term 2018 or Full year 2018-2019 courses
Sep 14	Last day for tuition refund for Fall term 2018 and Full year 2018-19 courses
Oct 1	First day to apply for Fall term 2019
Oct 2	Emergency Response Day
Oct 8	Thanksgiving Day— <i>College closed</i>
Oct 26	Mid-term feedback for Fall term 2018
Nov 9	Final Exam schedule posted for Fall term 2018
Nov 9	College open—No Credit Classes
Nov 11	Remembrance Day— <i>College closed</i>
Nov 12	Statutory Day— <i>College closed</i>
Nov 13	Credit classes resume Fall term 2018
Dec 5	Last day to withdraw from Fall term 2018 and receive a WD
Dec 5	Last day of classes for Fall term 2018
Dec 10 – 15	Final Exams written
Dec 18	Deferred Exams written for Fall term 2018
Dec 19	Last day for submission of final grades for Fall term 2018 courses
Dec 22	Final grades available for Fall term 2018
Dec 24	College closes at noon
Dec 25 – 31	<i>College closed</i>
Jan 12	Supplemental Exams written for Fall term 2018

Prior Learning Assessment

This course may be eligible for [Prior Learning Assessment and Recognition](#). Students should refer to the [RDC Academic Calendar](#) for a list of excluded courses.

Student Services on Campus

Students should be aware that Personal Counselling, Career, Learning and Disability Resources are provided by RDC. Students may inquire about locations at the Information Desk. It is the responsibility of students to discuss their specific learning needs with the appropriate service provider.

Learning Support (Library: 403-342-3264, help_learn@rdc.ab.ca)

- [Writing Skills Centre](#) (writingskills@rdc.ab.ca)
- [Math Learning Centre](#) (math concepts and advanced theoretical math)
- [Learning Strategies](#) (note-taking, studying, and exam-writing strategies)
- [Peer-Assisted Study / Tutoring](#) (one-on-one tutoring by students)

[Disability Resources](#) (Library: 403-357-3629, disabilityservices@rdc.ab.ca)

- Coordination of services (tutoring, alternate format text, note-taking, and so on)
- Academic accommodations, including exam accommodations

Counselling and Career Centre (Room 1402: 403-343-4064, counselling@rdc.ab.ca)

Changes to the Course Outline

It is the student's responsibility to be familiar with the information contained in this course outline and to clarify any areas of concern with the instructor.

Students should refer to the [Appeals: Formal Policy](#), [Appeals: Informal Resolution Policy](#) and [Student Misconduct: Academic and Non-Academic Policy](#) should questions or concerns about the Course Outline not be resolved directly with the instructor.

No changes will be made to this course outline without the consent of the class and the approval of the Associate Dean of the School of Arts and Sciences.

Reading/Class Schedule

(subject to adjustments as required or in consultation with the class.)

Class dates		Topics	Readings + prep	Assessments
Wk	Dates		Complete readings before class	Due at start of Monday class *denotes exceptions
1	S5	Introductions YouTube party!		
2	S10 + S12	Parts I + VI: Overview of marketing and branding	Chapter 15 Chapter 1	
3	S17 + S19	Part II: Developing brand strategy— • Customer-based brand equity and brand positioning • Brand resonance and the brand value chain	Chapter 2 Chapter 3	
4	S24 + S26	Part IV: Research & analysis— • Developing a brand equity measurement and management system • Client/case presentation	Chapter 8	CBBE analysis
5	O1 + 3	• Measuring sources of brand equity: customers and target audiences	Chapter 9 Supplemental readings	
6	O10	Part V: Strategic planning— • Designing and implementing	Chapter 11	Group phase 1
7	O15 + 17	• Growing and extending brands • Segmenting and messages	Chapter 12 Chapter 14	
8	O22 + 24	• Managing brands over time • Brand journalism	Chapter 13 Supplemental readings	BUSP 1
9	O29 + 31	Part III: Implementation • Choosing elements	Chapter 4	Group phase 2
10	N5 + 7	• Designing programs for equity-building • Client meeting (TBD)	Chapter 5	BUSP 2
11	N 14	• Program design continued • Integrated marketing and communications	Chapter 6	Brand U*
12	N19 + N21	• IMC continued	Supplemental readings	Group phase 3 (optional—feedback) BUSP 3
13	N26 + 28	TBD Final pitches	TBD	Portfolios*
14	D3	Final pitches		Group full plan



August 30 2018