

**Ann Stone**  
**Marketing 488/MBA 534: Branding**  
Winter 2012

## Syllabus

**Instructor:** Ann Stone, [ann.stone@wwu.edu](mailto:ann.stone@wwu.edu)

**Office Hours & availability:** Office hours: I have posted on Blackboard my T/Th availability; which are my days on campus. Other days try email, with a response time of 24 hours usually less.

**Required Text:** Walvis, Tjaco Branding With Brains Pearson Education Limited 2010. ISBN 9780273719953. This book is available in the bookstore both used and new as well as very reasonably priced on amazon.com

**Prerequisites:** You love marketing, you are motivated to work hard at a critical topic in the marketing arena, and you've taken enough courses that the marketing lexicon is familiar to you.

### At the completion of this course you will be able to:

- Apply the branding schematics and mental models shared in class to a variety of marketing situations. The master "one-pager" of Brand Landscape serves as the reference.
- Look objectively at the art and science of branding and recognize where it works great, where it doesn't, and how to apply that thinking to roles you may assume in the future
- Critique what is shared in class. These elements are just the opinion of those who wrote them. That makes them a good starting point, but not necessarily "right!"
- Work productively in a short term high expectation team
- Communicate more compellingly – and hopefully succinctly!

### Fundamentals of this course:

1. Branding is a core competency for marketing professionals. This course will be about applying and then sharing your application either in class or written or both. This is to gain the greatest quick feedback on how your applying the principles of the course. You will LEARN this information by doing.
2. In today's business world the single most important skill to exhibit is the ability to write a coherent, brief, concise, compelling email. You will write "emails" although they will be submitted in a variety of ways all to aid the grading process. You will be required to complete several cycles of this type of writing. IT IS MUCH HARDER TO WRITE A BRIEF COMPELLING PIECE than any other type of writing. Grammar, format, timeliness, and persuasion are the key elements of a compelling email.
3. Great learning happens when we have a plan but we remain flexible to new learning opportunities. *That means that you should view the course outline as a starting point for the eventual course progression.* It is my responsibility to keep you up to date on where we are in that process.

## How I view grading

There are 100 points to earn in the course. The final grades and all assignments fall within this scale. If you receive a 4.5/5 for example that is 90% - an A-. Blackboard is where I keep track of points so that your running and final total is against the 100 points in the course.

Grade	Scale*	Notes
A	93-100	Exceptional work, demonstrating complete understanding of coursework
A-	90-92.9	Exceptionally good work but missing a minor issue or link
B+	88-89.9	Very good work but missing more than one minor issue
B	83-87.9	Very good work
B-	80-82.9	Very good work but lacking a major issue or several minor ones
C+	78-79.9	Ok work. It completes the assignment but lacks rigor
C	74-77.9	Ok work. It not only lacks rigor but has issues.
C-	70-73.9	Not very good work. It could be lack of time or focus, it could be you misunderstood the assignment or misread the assignment and didn't get key elements
D	65-69.9	This is usually me being nice. There really is no D. If you're going to hand it in it is likely a C- level. This is the "turned in, barely did it" grade.
F	Lower	We don't need to consider this, do we?

\*MBA's are assessed against their approved course scale

### Key Course elements

1. *Individual assignments – 25 points total*

Throughout the course there will be additional readings or "thinking" assignments which will address elements of the course or a very current branding situation. Specific areas of branding learning will be applied by all students to this brand, and shared in our next class, creating a cycle of "learn-apply-share/challenge" and repeat.

2. *Final exam - 20 points total*

This will be an application of the course learning. It is not easy. It is meaningful. This is a cut and paste from a student's email after the final, Spring, 2010

*"I just turned in the final and I wanted to tell you that it was really challenging and it took ages to finish, but it was also one of the most fun projects I have ever worked on."*

3. *Team Projects – 55 points total*

Branding is rarely a solo activity, so I emphasize teamwork in this course to more closely replicate potential work environments.

4. *Participation & Peer Evaluation - 10 points total*

As part of your development as a business professional, you need to learn to communicate your ideas and to work as a positive and productive team member.

Participation: You are expected to read assigned materials and prepare to contribute questions and ideas that help advance the class' understanding. Your contributions need to have meaningful content – frequent vague comments do not help you.

I do ask for feedback from your team members. It is specific to

How you work as a team member

What you contribute

I do not downgrade a person's peer evaluation just because one person expresses concern.

I presume that is a personal interaction issue. I consistent trend from most/all of your teammates will however be considered. Likewise, a consistent "this person rocks" or "always a leader and much appreciated" will be taken into consideration.

### **How we learn together & Overall Course Policies:**

This course is preparation for your professional career. Therefore, typical business constructs will guide our interactions in class, in team meetings, and delivery of assignments.

- Assignments are due on time. If they are not there on time, the **mark is zero.**
- Classes are our meetings. They start and end as scheduled. **Attendance is expected but not mandatory.** That statement has consequences – given the constant assignments and quick pace to the course, absences will affect your ability to deliver the ongoing assignments as well as your participation evaluation.
- **I may choose at any time to take attendance in a class and award points for that day** specifically. If you are not there your points are zero. This is only reconsidered when a documented excused situation is shared – such as a Doctor's note.
- Each class member has a voice. When someone speaks, we listen. This **means no side conversations, IMing, Texting, Facebooking, sleeping, crunching food** or other activities.
- Your voice needs to be heard participating in class conversations and team meetings. Business professionals are required to think quickly, marshal their thoughts, and reply or add to conversations. **Great unheard thoughts are useless to our shared learning – and to your overall grade.**
- There are smart people in this room. Learn from them.
- There is only one text. There will be lots of supplemental work. You will be expected to explore brands through research online and experience, sharing those insights in a written and verbal fashion.
- I make extensive recommendations of additional resources for potential purchase. Some of these books are available for as low as \$5 or \$6 on amazon.com. While there are always copies on reserve at the library, I'm advising you to "not cheap out" and purchase copies for your own libraries. That is advice, not direction. These books can be significant resources to you in your ongoing career.
- WWU has excellent supportive groups to provide assistance with any sort of challenges, special learning needs, academic appeals, student conduct guidelines, plagiarism information, and other assistance. They are there to make your academic endeavors more successful. Please utilize them if required.

**After practice, I have learned that an Excel courseplan works best to communicate our 20 sessions best, and is easiest to update and keep current. Look for that on Blackboard and handed out separately.**