



COURSE SYLLABUS SUMMARY



School of Management
Leadership for Life



CONTEMPORARY BRANDING: PRACTICES AND PERSPECTIVES

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July 5 – July 15 | Monday - Friday (6:00 pm – 9:00 pm) *Saturday (9:00 a.m. – 12:00 m.) **ON-CAMPUS - PM**

DESCRIPTION

Building strong brands has become increasingly challenging, particularly as the competitive landscape has intensified and consumers are exposed to more and more branding communications across a variety of channels, both digital and traditional. This course gives students the contemporary skills, training, and insight for building strong brands against the backdrop of this challenging environment. Students will understand the strategic foundation of strong brands and how brands are brought to life across a variety of digital and traditional platforms. The student will become a more effective manager of the branding process. The course has a particular emphasis on practical application and skill development.

OBJECTIVES

1. Gain insight into strategic foundations of strong brands
2. Understand the role of digital and traditional branding tools in building strong brands
3. Become proficient in guiding and developing effective branding strategies

More specifically the course is designed to provide the student:

1. A thorough and rigorous understanding of the strategic components of strong brands.
2. A thorough and rigorous understanding of the Brand Platform as the foundational document that directs the branding activities and tactics.
3. A thorough and rigorous understanding of how digital and traditional branding tools work together to create brands that resonate with consumers.

METHODOLOGY

I believe that students learn best by doing. The course has a very strong experiential learning component. The course combines lecture, discussion and hands-on activities coupled with an applied project to deliver the course objectives. The work in class is designed to help the students succeed with the class project.

EVALUATION

Your course grade will consist of the following components:

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|-------------------------------|-----|
| • Brand Platform Project | 40% |
| • Brand Platform Presentation | 15% |
| • Exam | 45% |

The class project will consist of sourcing a set of brand communications and developing the brand platform for the brand of your choice. This work will be presented on the last Saturday. This project will be done in groups 3 students. The open-notes exam will be in class and focused on application of the course concepts.

The evaluation system can be subject to changes.

PRE-REQUISITES

Principles of Marketing (introductory course) preferred but not required.

Given the uncertainty related to Covid-19, the time schedule and delivery mode of the courses can be subject to changes according to government and institutional regulations.