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**BRAND CAMP:**

The Elements of

Branding and Design

[ COURSE SYLLABUS ]

**[ CONTACT INFORMATION ]**

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**[ COURSE DESCRIPTION ]**

What is a brand? We hear the word *a lot* in marketing, but what is it actually? We know that the literal definition once referred to the unique mark placed on livestock to identify them as belonging to a particular person, and the original use of the word in marketing was much the same: a unique “mark” that identified a product as belonging to (or being from) a particular company or store. However, the word “brand” has evolved much since those early days to capture more than just the visual identification of a particular company. Indeed, a brand includes all the thoughts, feelings, engagement, loyalty, and so much more evoked from consumers when they encounter the brand. Beyond logos and color schemes (which are part of a brand), the modern definition of a brand even includes service experiences, loose associations, co-branding and collaborations, and so many other elements that, together, create a sense of “brand.” In some ways, brands can be thought of as just about everything a consumer thinks of, perceives, or implicitly feels with respect to a company and its products/services. And why do we care? Because brands command premiums, loyalty, and other enduring market benefits.

**[ COURSE OBJECTIVES ]**

What makes this course so special? Brand Camp combines several elements–academic theory, practical tools, experiential projects–to provide students tangible takeaways they can use in their future branding endeavors. After this course, students should be able to 1) define brands and key terms related to branding, 2) build brands from scratch, 3) measure brand strength and performance, 4) identify and fix brand problem areas, 5) develop co-branding opportunities, and 6) employ creative tools to spark clever, original ideas for storytelling and immersive sensory experiences…all in just five days. ☺

**[ CALENDAR INFORMATION ]**

**DAY 1:** Monday, February 11, 2019 – What is a Brand?

9:00am – 12:00pm :: Training + Lecture

2:00pm – 5:00pm :: Brand Workshop

**DAY 2:** Tuesday, February 12, 2019 – Measuring Brands

9:00am – 12:00pm :: Presentations + Training + Lecture

2:00pm – 5:00pm :: Brand Workshop

**DAY 3:** Wednesday, February 13, 2019 – Brand Storytelling & Creativity

9:00am – 12:00pm :: Presentations + Training + Lecture

2:00pm – 5:00pm :: Brand Workshop

**DAY 4:** Thursday, February 14, 2019 – Brand Love & Co-Branding

9:00am – 12:00pm :: Presentations + Training + Lecture

2:00pm – 5:00pm :: Brand Workshop

**DAY 5:** Friday, February 15, 2019 – A Review of Branding

9:00am – 12:00pm :: Presentations + Training + Lecture

2:00pm – 5:00pm :: Individual Brand Project

**[ GRADE AND ASSIGNMENT INFORMATION ]**

The grades for this course are divided into three components: attendance and participation (20%), four group Great International Brand-Off projects (60%), and one individual Self Branding project (20%). Importantly, your grade for the group projects will be determined, in part, by your peers. This is discussed in detail below.

**ATTENDANCE AND PARTICIPATION – 20%**

This course is purposefully designed to be engaging and interactive. You should 1) come to class, and 2) participate. You will find that class is a lot more fun if you are engaged and that you actually learn more/retain more information when you participate. Choosing not to show up or not to participate will be reflected in your grade. So show up, do what is expected of you, and you will benefit on so many levels!

**GREAT INTERNATIONAL BRAND-OFF – 60%**

Each day students will be assigned a “Brand-Off” to be completed with a team (team size will depend on course enrollment). The purpose of each Brand-Off is to give students an opportunity to work together to use the tools taught and concepts discussed in class that morning on a real brand. Students will have three hours each afternoon to work on their solution during a Brand Workshop where Jim will be present to help guide them in the right direction. From there, the group must work together to develop a 10-15 minute presentation with their solution they will deliver the next morning. Following the group presentations, the entire class will assess the presentations, and grades will reflect the community’s assessment. These projects form the bulk of the grade, so students should put forth great effort.

**INDIVIDUAL SELF-BRANDING PROJECT – 20%**

In a world of social media profiles, from Facebook to LinkedIn, Twitter to Instagram, the ability to brand oneself has never been more important. Whether branding yourself professionally for a job site or branding yourself for a dating site/app, your ability to concisely and clearly convey *who you are* and *what value you bring to others* is a critical skill to possess. Using the tools we learn in class and practice applying to real companies/brands in our Brand-Off projects, your assignment for the Individual Self-Branding Project is to present a one-page brand brief that addresses each of the following:

1. Identity: Who are you?

2. Meaning: What are you?

3. Responses: What about you?

4. Relationships: What about you and others?

5. Brand Story: What is your story?

6. Brand Look/Visual Identity: What is your style?

7. Value: How do you add value?

An observer should be able to take a quick look at your one-page brand

brief and know who you are, what you’re about, and what value you provide in your chosen context (i.e., professional, personal, etc.).

**[ READINGS AND SUPPLEMENTAL INFORMATION ]**

The following articles provide an important foundation for the concepts, tools, and approaches we will use in class. While I will review the key points of each of these articles in class, students wishing to take a deep dive are encouraged to read each article in its entirety to glean insights from the world’s leading experts on branding:

1. Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands (Keller, 2001)

2. Measuring Brand Equity Across Products and Markets (Aaker, 1996)

3. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity (Keller 1993)

4. Brand Love (Batra, Ahuvia, and Bagozzi, 2012)

5. The Measurement and Dimensionality of Brand Associations (Low and Lamb, 2000)

6. Brand Synthesis: The Multidimensionality of Brand Knowledge (Keller, 2003)

7. Consumer Evaluations of Brand Extensions (Aaker and Keller, 1990)

8. Brand Familiarity and Advertising Repetition Effects (Campbell and Keller, 2003)

9. How Perceived Brand Globalness Creates Brand Value (Steenkamp, Batra, & Alden, 2002)

**[ FINAL EXPECTATIONS AND COMMUNICATIONS ]**

The Brand Camp course is designed to be a quick, one-week immersive dive into the branding literature as outlined by the world’s best-known branding experts–Kevin Lane Keller and David Aaker. To me, it is important to teach you brand theory, the science behind branding and its effects, and to give you hands-on opportunities to apply these ideas in a fun, memorable, and educational way. On the way, I will introduce you to creative tools from my professional experiences that will help you on your branding journey. My goal is that you leave the class with an effective, engaging approach to branding you can use for both professional and personal projects. So, here’s to a great week of Brand Camp!