

**THE ART INSTITUTE OF FORT LAUDERDALE**  
**COURSE SYLLABUS**

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**Office Location:** Main 426  
**Office Hours:** by appointment

**Course Title:**        **Brand Marketing and Strategy**  
**Course Number:**    **MAR4800C**

**Course Description:** This advanced course focuses on the essential concepts, skills, and strategies of brand marketing. Emphasis is placed on understanding consumer needs and motivations in a changing marketplace to support sales, increase brand recall, recognition, awareness and repositioning. In addition, the factors that make a brand successful, such as price pressure, fragmented markets and media and proliferating competition, are discussed.

**Prerequisite(s)**                    MAR1010

**Corequisite(s)**                    **None**

**Instructional Contact Hours/** 2 lecture hours + 2 lab hours

**Credits:**                            3

**Learning Objectives:**        The student will:

1. Distinguish the use of brand marketing and its development as a major marketing approach
2. Analyze a well-known brand in terms of customers, competitors, identity and position in the marketplace
3. Explain how branding creates an identity for a product or service
4. Define who the customers are for a well-known brand
5. Discuss the linkage between customers and identity for a well-known brand
6. Illustrate the way in which a brand creates and cultivates a “community” centered on the product
7. List and explain the basic rules involved in building a brand
8. Distinguish between brand marketing and direct marketing
9. Differentiate a product identity from a brand identity
10. Create an implementation plan for establishing and communicating a brand
11. Discuss the elements of brand packaging to help establish a brand identity
12. Explain how to track implementation over time
13. List and explain the types of brands
14. Discuss the use of advertising to create, leverage or extend a brand
15. Define the elements of brand equity
16. Discuss the uses of traditional and online research to support the beliefs about brand equity

**Instructional Materials and References:**

**Required Textbook(s)**

**Required Student Text:**

**Textbook:** Building Strong Brands

**Author:** David A. Aaker

**Publisher:** The Free Press

**ISBN:** 002900151X

Publication Date: Dec. 12, 1995

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**Suggested Textbooks/ Instructor References:**

**Textbook:** Managing Brand Equity  
**Author:** David A. Aaker

**Publisher:** The Free Press  
**ISBN:** 0029001013  
Publication Date: Sep 9, 1991

**Supplemental Reading:** The 22 Immutable Laws of Branding. Al Ries & Laura Ries.  
Harper Collins, 1998.

**Suggested Periodicals:** Communications Arts Magazine, Coyne & Blanchard, Inc.  
How: Ideas and Techniques in Graphic Design, F&W Publications

**Required Supplemental  
Materials:**

Pencils, Notebook, Access to the Internet. Collect examples of the  
advertising and marketing campaigns for Nike and McDonalds.

**Instructional Methods:**

Discussion, demonstration, critiques, class and studio and take-home projects, group critiques and individual  
consultation, exams

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**TOPICAL OUTLINE**

- Week 1:** LECTURE: Define brands and brand marketing, and brand components. Identifying well-known brands.  
Read assigned chapters.
- Week 2:** LECTURE: The rules and elements involved in creating a brand: product, organization, person, or symbol.  
Read assigned chapters.
- Week 3:** LECTURE: Case Study: The development of the GE brand. Using the Internet. Secondary and standardized sources.  
Read assigned chapters.
- Week 4:** LECTURE: Brand analysis: customers and competitors. Placing the brand in a competitive picture.  
PROJECT: Class Presentation. Due: Week 5.  
Read assigned chapters.
- Week 5:** LECTURE: Brand identity. Case study: McDonald's.  
PROJECT: Class Presentation. Due: Today.  
Read assigned chapters.
- Week 6:** Midterm Exam.
- Week 7:** LECTURE: How brands drive the marketplace. Why customers pick a particular brand.  
Read assigned chapters.
- Week 8:** LECTURE: Brand implementation. Case study: Nike. Web brand case study.  
PROJECT: Class Presentation. Due: Week 10.  
Read assigned chapters.
- Week 9:** LECTURE: Measuring brand equity. Case study: Overcoming brand mistakes.  
Read assigned chapters.
- Week 10:** LECTURE: Special issues for online media.  
PRESENTATIONS: Project due.
- Week 11:** Final Exam. Presentations.

Syllabus is subject to change.

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**Assessment Criteria and Methods of Evaluating Students:**

**Grading Criteria (%):**

Project #1:	Midterm Exam	20%
Project #2:	Final Exam	20%
Project #3:	Class Presentation #1	30%
Project #4:	Class Presentation #2	30%
		Total = 100%

**Method of Evaluation:**

A = 94-100	4.0	C = 74-76	2.0
A- = 90-93	3.7	C- = 70-73	1.7
B+ = 87-89	3.4	D+ = 67-69	1.4
B = 84-86	3.0	D = 60-66	1.0
B- = 80-83	2.7	D- = n/a	
C+ = 77-79	2.4	F = below 60	0.0

**Policies** - All policies of the Student Handbook apply to this course. These include, but are not limited to, grading policies, attendance and plagiarism. (SEE ALSO COURSE POLICIES)

**Attendance** - Any student who does not attend class for 10 consecutive calendar days may be withdrawn from school. Absences of more than 9 hours in a 3 hours per week course or 12 hours in a 4 hours per week course constitute failure. Please see the student attendance policy in the student Handbook or the catalog for further information.

**ADA (Americans with Disabilities Act)** - To meet the needs of our students with disabilities and to comply with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act, Title 111, the Art Institute of Fort Lauderdale maintains reasonable accommodations for students with physical and learning disabilities. Students or applicants who would like to request reasonable accommodations should contact the Director of Counseling for The Art Institute of Fort Lauderdale. The Counseling Department is located on the First Floor (1st) of the Main Building. Students with disabilities are encouraged to contact the Counseling Department in advance of the quarter of study when accommodations may be needed.

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**Estimated Homework Hours:** Approximately 4 hours per week

**Technology Needed:** Access to Internet, QuarkXPress, InDesign, Photoshop, Illustrator

**Suggested Periodicals:** Communications Arts Magazine, Coyne & Blanchard, Inc.  
How: Ideas and Techniques in Graphic Design, F&W Publications  
C.M.Y.K. Magazine, Aroune-Freigen Publishing Company  
Print: America's Graphic Design Magazine, RC Publications

**Required Supplemental Materials:**

Storage media, Pencils, Notebook, Access to the Internet. Collect examples of the advertising and marketing campaigns for Nike and McDonalds.

**Cost:** \$50.00

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**TOPICS:**

1. The Intangible Value of Brands
  - Understanding The Importance of Brand Equity
  - The Challenge of Building Brand Identity: Brand Identity Planning Model
  - Creating a Brand Identity Structure
  - The Brand Based on the Organization Behind It
  - Creating Brand Personality
  - Characteristics of Brand Position
  - Strategic Brand Analysis
  - Using Your Brand Identity and Position to Leverage Power
2. Changing Brand Identities, Positions, or Executions for a Competitive Advantage
  - Keeping Your Brand Current and Managing Brands
  - Leveraging Your Brand
  - Measuring Brand Equity
  - Ten Aspects of Brand Loyalty
3. Defining and Measuring Brand Loyalty
  - The Strategic Value of Brand Loyalty
  - Brand Awareness
  - Perceived Quality
  - Brand Associations: The Positioning Decision and Measurement
  - Selecting, Creating, and Maintaining Associations
  - The Name, Symbol, and Slogan
4. Developing Brand Extensions

- Brand Identity Traps
- Revitalizing the Brand
- Global Branding

**Additional COURSE POLICIES:**

Projects presented on time with completion of all preliminary steps.

Projects completed according to specification including size, mounting, type of final

Oral explanation/ presentation of projects.

Creative concept and innovation.

Experimentation is expected and the degree to which a student explores design possibilities is reflected in the grade.

The difficulty/ complexity of the task performed.

Overall appearance of the finished piece: the quality of the final art or printed output.

**Student Responsibilities / Classroom Policies: PLEASE READ!!! No Late Work. If you are absent, it is your responsibility to have your assignment turned in on time. You may bring it on a portable hard drive, CD, etc. to submit. Please turn your cell phones to vibrate. Absolutely no use of cell phones in the classroom. You will take all phone calls and text messaging OUT OF THE CLASSROOM or you will be asked to leave.**

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Two classes or 8 hours missed constitutes attendance PROBATION. More than 3 classes or 12 hours missed constitutes FAILURE from the course. If you arrive late or leave early, please make note that I mark on the attendance sheet in half hour units (10 min. = 1/2 hour). IF YOU COME TO CLASS LATE, CHANCES ARE I HAVE ALREADY TAKEN ATTENDANCE, SO PLEASE BE SURE TO CHECK IN WITH ME.

If a student is absent due to personal illness and submits a note from a doctor, a missed class will be considered an “excused absence”. Other extenuating circumstances will be considered, however it is very rare that the situation is ever considered “excused”. Absent students are responsible for any information missed during assignment introductions, lectures **and critiques. Find a “friend”** in the class who you can trust and exchange phone numbers to retrieve missed information about the class not attended.

**Plagiarism:**

Assignment designs must be original. Students who knowingly use ideas or copy artwork or assignments from other students or professionals is subject to termination from the class.

Clip art may be used when appropriate, providing it has been MANIPULATED and/or MODIFIED by the student.