

**Instructor:** Ekin Pehlivan, PhD, MBA

**Class time:** Wednesdays noon to 2:50 PM

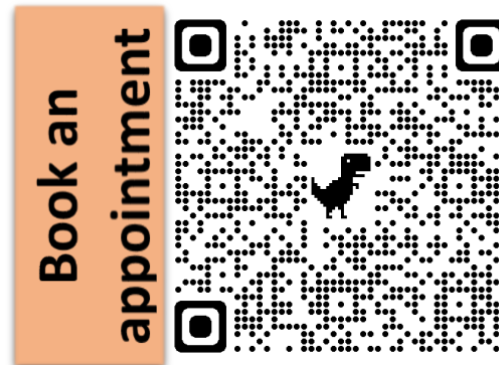
**Location:** Bell Tower 1604

**Course info:** MKT 415 - Brand Management

- Learn the 7 approaches to brand management.
- Analyze cases and a real client's digital brand to derive recommendations.
- Apply what you learned by creating a digital personal/professional brand.

In-person class with online components both in-class (MentiMeter reviews) and asynchronously (online discussions).

**Office hours:**



**In person office hours:** Wednesday @3:30-6 pm, [book here](#)

**Online office hours:** Monday or Tuesday @9:30 am – 12, [book here](#)

Tentative schedule:

Week	Learn	Analyze	Apply	Online
1   8/23	<p>Let's get set!</p> <p>Introductions</p> <p>Syllabi &amp; other course content</p>	<p>Remembering your principles, are we?</p>		<p>Fill in the expectations form.</p> <p>Choose your path: Divisions</p> <p><a href="#">Brand Strategy</a></p> <p><a href="#">Social Media Strategy and Optimization</a></p> <p>Web site</p> <p>Visual identity</p>
2   8/30	<p>What is this branding thing anyway?</p> <p>an A to Z look</p>	<p>"Building a Brand" Episode 1 discussion</p>		<p>Watch <a href="#">series teaser</a> and <a href="#">intro episode</a> for discussion</p>
3   9/6	<p>Brand taxonomy overview</p> <p>Brand management models</p> <p>Brand architecture</p>			
4   9/13	<p>Meet your clients</p>			<p>Choose your clients</p>
5   9/20	<p>Brand Persona &amp; Relationships</p>	<p>"Building a Brand" Episode 3 discussion</p>	<p><a href="#">"Personal Brand"</a> exercise: brand persona</p> <p><u>Submit:</u> Paragraph on personal brand persona</p>	

6   9/27	Brand Identity & Image	"Building a Brand" Episode 2 discussion	"Personal Brand" exercise: brand identity & brand concept <u>Submit:</u> Brand concept	
7   10/4	Brand Elements	<u>Submit:</u> Contract and first contact email for your client	"Personal Brand" exercise: Implementation & tools <u>Submit:</u> <a href="#">Brand style guide</a>	<u>Online:</u> review Adobe Colors, colors.com, Adobe and Google Fonts, freelogos.com
8   10/11	Are we there yet? Midterm exam	<u>Submit:</u> Needs assessment protocol		
9   10/18	Brand Culture <a href="#">Brand Communities</a> Social Media Influencers	"Building a Brand" Episode 4 discussion <u>Submit:</u> Division Briefs		
10   10/25	Adobe Express workshop	<u>Submit:</u> <a href="#">Audits</a> (i.e., Brand strategy and elements audit, website audit, <a href="#">social media audit</a> , etc.)	"Personal Brand" exercise: Let's create some branded digital assets w/ Adobe Express (or Canva... Canva is fine too)	
11   11/1		Bring everything together for overall recommendations. <u>Submit:</u> First draft of report and slides		<u>Submit:</u> Personal Brand Portfolio for peer feedback

12   11/8	Guest Speaker: Director of Talent - Marina Letson from The Trade Desk	Visit EMT for report feedback		<u>Online:</u> Leave your feedback for the portfolio you were assigned
13   11/15	Before the last stretch,..	Mock Presentations	Revise Personal Brand Portfolio	
14   11/22	Oral presentation workshop and feedback on mock presentations	<u>Submit:</u> Final report and slides		<u>Online:</u> Share your Personal Brand Portfolio
O - 15   11/29	The finish line!		Client Presentations	
O - 16   12/6	Conquering the final...		Send a final email to your clients with your deliverables and a note to thank them.	<u>Online:</u> Submit the exam between the scheduled times

## Major Assignments

Please note all assignments will be on Canvas and there are smaller assignments as well as a midterm and a final exam that are not directly covered in the details shared below. The information shared here pertains only to the client assignment that constitutes a good majority of your class grade.

### Project: Brand Audit

A brand audit is a consultancy document that composes of a situation analysis and suggestions based on the analysis provided. If you start with ideas and then do the analysis you are doing it WRONG! Ideas are only your opinions, if they are not based on research and analysis. A professional never provides an opinion based on personal experience, as it has no value in business life. Instead s/he studies the problem and the context in depth to determine the points of inflection; then addresses only those points. What I mean by this is:

*Let's say you are working with Camarillo Recycling (one of our past clients). They told you they would like to increase their B2B client base. In your first meeting you told them to create an Instagram account and post things twice a week, because that is where you spend most of your time and learn most of what you know.*

*Sounds like a good idea?! Not really...*

*You just failed!! You failed to understand what your client is asking of you to start with. You also failed to determine what their problem really might be. More importantly, you failed to understand that they are not trying to reach you or people like you; but other businesses, who have industrial recyclables.*

*The right way to approach this problem would be to learn what Camarillo Recycling client base, services and promotions look like:*

- *Who do they have ties with already?*
- *Who do they want to add to their base?*
- *What can they offer that is better than the others in their immediate market?*

*Then determine how they reach out and find their current clients.*

- *Where do they advertise?*
- *What do they say in their messages?*
- *Do they have any retention efforts?*

*And learn about the prospective/desired new market:*

- *Where do the prospective customer currently recycle their waste? Why?*
- *How do they hear about these types of services?*
- *What do they expect from these services/which messages appeal to them the most?*

*Only once you gather this information you will be able to give more intelligible and realistic suggestions than an Instagram account or a celebrity influencer. So, if I don't know the one-shot solution to their problem, I don't believe you do either; and I will assess your performance accordingly. 😊*

Everyone is expected to submit a division application and their team application individually. Each document consists of a form you will fill. The division application and team application should rank the choices and explain why they would be a good fit for that division or client. The final determination will be made by myself in consultation with the clients. Remember you are applying for a job, therefore make sure to highlight your strengths as it relates to your most desired position, and explain what you have to offer even before completing the training for your area.

Once team and division assignments are complete, each team member is assigned their own short audit to decrease the interdependence that usually causes counterproductive conflicts in team projects. However, your responsibility to deliver the final audit to your clients is, as a team and cannot be complete if one part is missing. If you are not sure of the details please make sure to ask me to clarify. If we are all clear on the expectations this will be a truly fun experience that is representative of how an actual agency would function. More importantly you will have a concrete project to showcase to future employers, as previous students did.

#### Divisions & Teams:

The organizational structure in our agency is a Matrix Structure. If you recall your MGT 307 class a matrix structure is a hybrid one that incorporates divisions that focus on specializations and cross-functional teams.

<b>Division</b> 	<b>Account Management</b>	<b>Brand Strategy</b>	<b>Social Branding</b>	<b>Digital Branding</b>	<b>Visual Branding</b>
<b>Client Team</b>					
Ooofball	Student A	Student C	Student E	Student G	Student Q
Client Team 2	Student B	Student J	Student N	Student O	Student P
Client Team 3	Student D	Student K	Student R	Student U	Student V
Client Team 4	Student F	Student L	Student S	Student W	Student Y
Client Team 5	Student H	Student M	Student T	Student X	Student Z

Our Agency composes of five divisions:

**Account Management division:** [Project management for creative projects](#) (2:51:00)

This division composes of account managers, who will facilitate communication between the client and the team members, as well as within the team, on a regular basis.

- a. Members of this division are also expected to edit the submitted drafts and write the Executive Summary and Conclusion after the rest of their team completes the Audits.
- b. Training for this position involves Project Management, Team Leadership and Advanced Branding certificates in addition to the Branding Fundamentals certificate required from everyone. All submitted on Canvas.
- c. This division is projected to spend four hours on LinkedIn Learning and a minimum of six hours working on the Project.
- d. Account Managers are required to brief their teams/the rest of the class on their Project Management training.

Brand Strategy division: [Create Your Brand Message Strategy](#) (1:03:00)

The Brand Strategy division composes of high level strategists, who will consult with all other divisions in formulating the proposed Strategy for the client and writing this part of the Brand Audit.

- e. The Strategy Audit should address an analysis of the current strategy after interviewing the client with the Account Manager and any proposed changes to Market Selection and Positioning. Tactical implementations are not part of the Strategy audit and will be addressed by the other three divisions.
- f. Training for this position involves Team Leadership, Brand Strategy Creation, Storytelling for Business and Advanced Branding certificates in addition to the Branding Fundamentals certificate required from everyone.
- g. This division is projected to spend six hours on LinkedIn Learning and a minimum of four hours working on the Project.
- h. Brand Strategists are required to brief their teams/the rest of the class on their Brand Strategy Creation training.

Visual Branding division: [UX Foundations: Style Guides and Design Systems](#) (1:41:00)

This division is tasked with analyzing the current visual elements of the client and proposing any tactical implementations that stem from the proposed high-level strategy.

- i. The Visual Audit is a short document that analyzes any visual brand elements: Logo, mascot, color and font choices and their effect on consumer attitudes and behavior. The tactical implementations proposed by a member of this division should be a congruous with the strategy determined by the strategy audit.
- j. Training for this position involves Web Aesthetics, Logo development and Redesign certificates in addition to the Branding Fundamentals certificate required from everyone.
- k. This division is projected to spend six hours on LinkedIn Learning and a minimum of four hours working on the Project.
- l. Visual Branding division is required to brief their teams/the rest of the class on their Logo Development training.

Digital Branding division: [UX Foundations: Content Strategy](#) (1:24:00)

Web audit tools from MI: WAVE Accessibility tool, Hubspot website grader

Digital Branding division is responsible for ensuring the client's website is optimized and representative of their brand identity.

- m. The members of this division are also expected to deliver Web Audit that includes an analysis of the client's current web presence and suggestions to optimize their content for search, in congruity with the brand strategy identified in the strategy audit.
- n. Training for this position involves Web Aesthetics and Search Engine Optimization certificates in addition to the Branding Fundamentals certificate required from everyone.
- o. This division is projected to spend six hours on LinkedIn Learning and a minimum of four hours working on the Project.
- p. Digital Branding division is required to brief their teams/the rest of the class on their Web Aesthetics training.

Social Branding division: [Social Media Marketing: Strategy and Optimization](#) (54:57)

Social Branding is a broad topic that includes online and offline community building from brands and as such this division is expected to address not only Social Media branding but also any community building needs of the client.

- q. The members of this division are also expected to deliver a Social Brand Audit that includes an analysis of the client's current social media presence and suggestions to optimize their content for community creation and engagement, in congruity with the brand strategy identified in the strategy audit.
- r. Training for this position involves Social Media Marketing Fundamentals, Social Media Optimization, Community Building and Advanced Branding certificates in addition to the Branding Fundamentals certificate required from everyone.
- s. This division is projected to spend six hours on LinkedIn Learning and a minimum of four hours working on the Project.
- t. This division is required to brief their teams/the rest of the class on their Community Building training.

*Division Briefs:*

Briefs are written and oral summaries of the LinkedIn Learning Videos each division will go through. One course from each training path is assigned below, to be presented in the oral briefs in class. To prepare for these briefs each division member should complete reviewing the LinkedIn Learning course and prepare a bullet pointed summary of what they thought were the most important interesting parts covered in the course. Then the division should come together online or in person to consolidate the content that will be presented to the rest of the class and share a written summary as well.

For all other LinkedIn Learning courses please submit a bullet pointed summary individually on Canvas for my review. This written brief is not a group effort. It showcases that you not only completed the courses but that you were also able to determine noise from message. In other words, you understand what is important in the videos. These briefs should not exceed one-page back and forth, single spaced, 12 font.



Division responsibilities are summarized in the table below:

<b>Division Responsibilities</b>	<b>Account Management</b>	<b>Brand Strategy</b>	<b>Digital Branding</b>	<b>Social Branding</b>	<b>Visual Branding</b>
Everyone's responsibilities	<a href="#">Marketing foundations</a> (49:00) <a href="#">Advanced Branding</a> (1:06:00)				
Which LinkedIn Learning Certificate	<a href="#">Project management for creative projects</a> (2:51:00)	<a href="#">Create Your Brand Message Strategy</a> (1:03:00)	<a href="#">UX Foundations: Content Strategy</a> (1:24:00)  <a href="#">UX Design 1: How to design a website: Site audit</a> (22:00)	<a href="#">Social Media Marketing: Strategy and Optimization</a> (54:57)  <a href="#">How to conduct a social media audit?</a> (8:00)	<a href="#">UX Foundations: Style Guides and Design Systems</a> (1:41:00)
When is my Brief?	October 13	October 20	October 27	November 3	November 10
Which parts of the Audit	Presentation  Consultancy style: Recommendations first then break it down to: 1. why are you recommending these 2. how did you arrive to these conclusions	Strategy Audit incl.	Web Audit incl.  Performance SEO Accessibility Responsiveness Content	Social Media Audit incl.  Fit of target market and content: 1. Channel 2. Frequency	Visual Branding Audit incl.  Visual brand identity analysis  Suggestions

### *Team Workshops:*

We will have four team workshops to bring teams together and consolidate the work that each member completes independently. The account manager is expected to submit meeting agendas and minutes at the end of each workshop.

1. The first workshop will be for the team members to meet each other and create a binding contract that composes of rules of engagement, roles in the team corresponding to their division (Account manager, strategist, engagement coordinator, brand designer and web master) as well as the repercussions for failing to meet the expectations. The contract should be negotiated by all and drafted by the account manager.
2. Second workshop should be spearheaded by the strategist, after the account coordinator collects the necessary information from your client. This should be a discussion and clarification of the problem you are addressing and the high level strategy proposed by the strategist in consultation with the rest of the team. This does not mean that the strategist decides the direction of the team single-handedly. The role of the strategist is to provide a general framework to be discussed during the workshop so it can be updated and modified by the other team members. The workshop submission should represent the common agreement of the team and should account for the strengths of each team member.

3. During the third workshop the team members tasked with the tactical decisions should bring their ideas to realize the strategy agreed upon during the previous meet. They should prepare a short presentation of their proposals and allow for discussion and modification of their suggestions. The submission should include the initial suggestions as well as the updates.
4. Last workshop is to make sure the suggestions follow the analysis and that the tactical implementations are congruous with the high-level strategy.

#### *Team Deliverables:*

- Meeting agendas and minutes,
- Workshop preparations and updates,
- Brand Audit draft composing of
  - Strategy audit, (Strategist)
  - Social media audit, (Engagement Coordinator)
  - Web audit (Web master) and
  - Visual audit (Brand Designer)
- Final Brand audit including
  - Executive summary (Account manager)
  - Introduction (Account manager)
  - Updated Strategy audit, (Strategist)
  - Updated Social media audit, (Engagement Coordinator)
  - Updated Web audit (Web master) and
  - Updated Visual audit (Brand Designer)
  - Conclusion (Account manager)
- Mock presentation slides
- Client presentation slides

## **CSUCI Policies**

Disability Accommodations: CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

In case you have doubts as to what constitutes academic dishonesty please see below:

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.
2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.
3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.
4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.
5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."
6. The Academic Appeals Board shall consist of faculty and at least one student.
7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.
8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.