



Student Program

Introduction to Branding & Marketing

LENGTH OF COURSE: 14 WEEKS

Course Overview

In our increasingly digitized world, we are exposed to thousands of ads every day and presented with an immeasurable amount of content across all media platforms. It has become increasingly difficult for brands to break through the noise and capture the attention of their intended audience. In this course, students learn what it takes to build an effective brand that can authentically connect with consumers and create long-term brand equity. The course starts with introducing what a brand is and explores how different Branding and Marketing elements, such as Visual Identity, Advertising Strategy, Content Marketing, and the intangible elements of the Customer Journey, come together to create a unique Brand Experience. By applying marketing theories, interviewing experts, and analyzing modern case studies, students will develop and strengthen their competencies as brand strategists, marketing experts, and designers. Students will also examine how responding to important ethical, social, and environmental issues can impact the brand's success. The course culminates in a final project where students design an awareness campaign for a purpose-driven brand.

Pre-requisites

There are no prerequisites required for this course.

Competency-Based Learning

GOA courses use a competency-based learning approach in which students build both GOA core competencies and course-specific ones. Throughout the semester, we assess outcomes tied to each competency to track student progress with the goal of students leaving the course able to use and apply these competencies well beyond the final day of the semester.

GOA Core Competencies

GOA students learn in practical, hands-on ways, which include the following core competencies:

- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

[For detailed outcomes, click here](#)

Course-Specific Competencies

Students in this course also develop and strengthen competencies specific to course topics:

- Analyze and apply concepts and tools of marketing and brand strategy.
 - You apply customer segmentation and targeting to business problem-solving.
 - You critically analyze marketing and branding strategies to solve problems.
 - You employ marketing and branding terminology to support ideas and arguments.
 - You explain marketing and branding concepts and theories.
- Create and justify an original solution that communicates the value of a brand.
 - You apply various creative processes (Brainstorming and Audience Research) to generate innovative marketing and branding ideas and solutions.
 - You conduct global, evidence-based market research to support proposed solutions and plans.
 - You present ideas persuasively using creative thinking, storytelling, or personalization.

Course Outline

ORIENTATION

Our course begins with a three-day orientation where students can introduce themselves to each other and familiarize themselves with the online learning environment.

Module 1

Understanding the Brand

COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

Do you ever wonder how you make buying decisions - why do you choose one brand over another? What even is a 'brand'? Is it just a logo and a slogan or is there more than what meets the eye? In this first module, we will explore what makes up a brand and the branding process as well as what it takes for a brand to position itself strategically in the market. You will have the opportunity to dig into articles, reports, podcasts, and videos, and analyze a global case study.

EXAMPLE ASSESSMENT:

Students will engage in a partner exercise to discuss how branding can be applied to themselves, as individuals, and will create a visual presentation of their own personal brand.

Module 2	Building the Brand
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COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: In this module, we move on to explore the steps that go into the branding process, from establishing the brand's purpose, personality, and buyer personas, to designing the brand's verbal and visual identity. Students will learn the importance of aligning a brand's identity to its purpose and core values, and how this can create an authentic brand that today's consumers are increasingly being drawn to.

EXAMPLE ASSESSMENT: Students will get their creative juices flowing by designing an original logo and slogan for a brand-aligned to its purpose, personality, and target audience.

Module 3	Marketing the Brand
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COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: If Branding is the process of defining the *why* of the brand, then Marketing is the process of defining the *how* of the brand. In other words, how to communicate the purpose and value of the brand to customers through various channels, such as Advertising, Social Media, Public Relations, Product Packaging, etc.

EXAMPLE ASSESSMENT: In their first 'field exercise' students will interview a Marketing or Branding professional in their community to understand what it takes to build strong brands in real life and how brands are adapting to changing consumer behavior.

Module 4	Experiencing the Brand
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COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Create and justify an original solution that communicates the value of a brand.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: Every consumer has a different process or 'journey' when making a purchase; some take longer than others and some require more persuasion than others. Brands spend years observing their customers' purchasing behaviors and customizing their journeys, through marketing and communications, in order to create a personalized brand experience.

EXAMPLE ASSESSMENT: Students will apply their understanding of the brand experience by creating a visual customer journey map for a brand of their choice

Module 5	Measuring the Brand
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COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Create and justify an original solution that communicates the value of a brand.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: In order for brands to maintain and grow their position in the market, they should have a way to measure how effective their branding and marketing activities are. In this module, students will explore what metrics brands monitor over time and how they use these insights to continuously improve their activities to create brand loyalty and acquire new consumers.

EXAMPLE ASSESSMENT: Students will work with their partners to measure the effectiveness of a retail product's advertising campaign by surveying the responses and reactions of members of their community.

Module 6

The Creative Process

COMPETENCIES:

- Analyze and apply concepts and tools of marketing and brand strategy.
- Create and justify an original solution that communicates the value of a brand.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: During this module, students begin the creative work towards their final Capstone Project by playing the role of a brand that is tasked with building a marketing awareness campaign for social impact. Students will learn how to research social issues in their community and create an awareness campaign that educates the target audience or persuades them to take action.

EXAMPLE ASSESSMENT: Students apply different strategies, such as storytelling and personalization, to pitch their creative ideas to an audience. Most importantly, students offer and receive feedback from their peers to improve their pitching style.

Module 7

Global Capstone & Wrap Up

COMPETENCIES:

- Create and justify an original solution that communicates the value of a brand.
- Collaborate with people who don't share your location.
- Communicate and empathize with people who have perspectives and experiences different from your own.
- Reflect on and take responsibility for your learning and that of others.

DESCRIPTION: The Global Capstone Summit takes place in the final week of this module, where students submit their final projects, explore the projects of their peers, and connect with others by offering ideas and feedback. The course wraps up in the following week where students reflect on their experience and their competency development throughout the course.

EXAMPLE ASSESSMENT: The final Capstone Project includes students' research on their chosen social issue, the design of their brand's creative campaign that responds to the social issue, and their video pitch presenting their project.