

Minor**Name:** Brand Communications **Lead Dept:** Graphic Communications**Add Minor****Effective Catalog Year:** 2019-2020**Catalog Description**Brand Communications
(15 credits minimum)

A minor in Brand Communications requires GC 3700 and 3760; and nine additional credits selected from GC 3750, 3710, 3720, 3730, or 3740.

Summary / Explanation

A graduate working in the field of branding is responsible for adapting a brand strategy for a company's target market. These 'brand guardians', maintain brand integrity across all company initiatives and communications, and may also manage a portfolio of products. An individual working in branding must have strong communication skills and needs to maintain good relationships with internal and external stakeholders. As a part of graphic communications, this minor bridges the elements critical to most, if not all, graphic communications from packaging to promotional products to publications - both in a printed and digital context.

Rationale for Add New Minor

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move.

Form**User ID:** nwoolbr **Name:** Nona Woolbright
Date: 04/10/2018 **Number:** 38186

000066

[Signature] 3-9-18
 Chair, Department Curriculum Committee Date

[Signature] 3-9-18
 Department Chair Date

[Signature] 3/16/18
 Chair, College Curriculum Committee Date

[Signature] 3/16/18
 College Dean Date

Director, Calhoun Honors College Date

Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Provost Date

President Date

Add Undergraduate Course

000067

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Survey of Brand Communications **Additional Fee?**
Course Number: 3700 **Transcript Title:** Survey of Brand Comm **Justification**
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38178

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course
Credit Hrs Contact Hrs

Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

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Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
Year 2: 22
Year 3: 22
Year 4: 22

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60
 Participation & Discussion 5%
 Weekly Reading & Observation Summaries 10%
 Project 50%
 History Test 15%
 Group Feedback 5%
 Final Exam 15%

000068

Catalog Description

This course provides a historical perspective on the brand communications industry, introduces the concepts of the industry ecosystem and the players therein, and provides an overview of disciplines and the roles they play in the development of brand communications.

Prerequisite(s) Corequisite(s)

Sophomore Standing

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

GC 3700 lays the introductory framework for a key element of product marketing - its brand image to consumers. Its value in setting the stage of understanding the basic theory, terminology and evolution is critical to successful brand communication and required for further growth in this discipline.

Textbook(s)

Drewiany and Jewler (2014). Creative Strategy in Advertising, 11th Edition. Cengage.

Learning Objectives

By the end of this course, students will be able to:

1. Describe the historical and contemporary perspective of the brand communications industry.
2. Describe the steps involved in the development of brand communications and explain the roles of the various players in the process.
3. Critically evaluate brand communications efforts in-market.
4. Demonstrate competency in skills related to professional interactions with contracted clients.
5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Course Schedule - this course will cover the following topics:

Week 1: Introduction to Brand Communications

Week 2: History and Context

Week 3: Origins of Advertising

Week 4: The Advertising Ecosystem and the Role of the Agency

Week 5: Creative Renaissance and the Modern Era of Advertising

Week 6: The Creative Process I

Week 7: The Creative Process II

Week 8: How Agencies Function

Week 9: Objectives and Strategies are Not the Same Thing

Week 10: The Creative Brief

Week 11: The Industry Today

Week 12: Integrated Communications

Week 13: Agency Specialization and Modern Views on Content

Week 14: Ad Effectiveness

Week 15: Current Great Work and Agencies

Duplication (if applicable)

n/a

Syllabus

Upload File: [GC 3700 Survey of Brand Communications-20180306205904.pdf](#)

Description: GC 3700 Survey of Brand Communications

000069

[Handwritten signature]

3-9-18

Chair, Department Curriculum Committee

Date

[Handwritten signature]

3-9-18

Department Chair

Date

[Handwritten signature]

3/16/18

Chair, College Curriculum Committee

Date

[Handwritten signature]

3/16/18

College Dean

Date

Director, Calhoun Honors College

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Provost

Date

President

Date

000070

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Brand Creation and Communication **Additional Fee?**
Course Number: 3710 **Transcript Title:** Brand Creation and Comm **Justification**
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38179

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course

Credit Hrs Contact Hrs

Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move. GC 3710 is the duplication of Comm 3710, which will no longer be in the catalog as of Fall 2018.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
Year 2: 22
Year 3: 22
Year 4: 22

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60
 Participation & Discussion: 5%
 Personal Brand Presentation: 25%
 Content Video Presentation: 25%
 The Pitch: 25%
 Final Exam 20%

000071

Catalog Description

This course explores the role of communication in brand creation and the processes involved in the development of a brand. Students evaluate popular brands and understand their influence on consumers and the industry.

Prerequisite(s) Corequisite(s)

GC 3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

GG 3710 provides the in-depth knowledge required to understand and develop branding programs necessary to successfully evaluate and communicate a brand's strategy.

Textbook(s)

Likeconomics by Rohit Bhargava (2012)

Brand Warfare by David F. D'Alessandro (2002)

Learning Objectives

Student Learning Outcomes

By the end of this course, students will be able to:

1. Describe the role of communication in brand creation.
2. Identify the steps involved in the development of a brand.
3. Critically evaluate popular brands and their influence on consumers and the industry.
4. Demonstrate competency in skills related to professional interactions with contracted clients.
5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Course Schedule - this course will cover the following topics:

Week 1: Defining a Brand

Week 2: The Big Idea

Week 3: Irrational Attachment

Week 4: Content Class

Week 5: The Art of Presenting

Week 6: Personal Brand Presentation

Week 7: Social Media and Brand Creation

Week 8: Creating a Point of Difference

Week 9: TV and Brand Creation I

Week 10: TV and Brand Creation II

Week 11: Content Video and Brand Creation I

Week 12: Content Video and Brand Creation II

Week 13: Content Video and Brand Creation III

Week 14: Life at an Advertising Agency

Week 15: The Pitch

Duplication (if applicable)

n/a

SyllabusUpload File: [GC 3710 Brand Creation and Communication-20180306210910.pdf](#)

Description: GC 3710 Brand Creation and Communication

000072

N. L. Wright

3-9-18

Chair, Department Curriculum Committee

Date

Chris S. J.

3-9-18

Department Chair

Date

Jack G. Wolf

3/16/18

Chair, College Curriculum Committee

Date

Carl W. Hollings

3/16/18

College Dean

Date

Director, Calhoun Honors College

Date

Chair, Undergraduate Curriculum Committee

Date

Chair, Graduate Curriculum Committee

Date

Provost

Date

President

Date

000073

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Digital Analytics in Brand Communications **Additional Fee?**
Course Number: 3720 **Transcript Title:** Digital Analytics Brand Comm **Justification**
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38180

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course

Credit Hrs Contact Hrs

Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move. GC 3720 is the duplication of Comm 3720, which will no longer be in the catalog as of Fall 2018.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
Year 2: 22
Year 3: 22
Year 4: 22

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Participation & Discussion: 5%
 Weekly Reading & Observation Summaries: 10%
 Social & Digital Strategy Project: 40%
 Emerging Platform Presentation: 25%
 Group Feedback: 5%
 Final Exam 15%

000074

Catalog Description

This course will cover interactive technology, digital content, social media strategy, digital project management, digital outlets, and website technology in relation to brand communications and digital analytics.

Prerequisite(s) Corequisite(s)

3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

GG 3720 is crucial to the student's foundational development and evaluation skills concerning branded content in a digital environment. Digital assessment management, creation and evaluation of outcomes taught in this class is key to successful branding within our data driven society.

Textbook(s)

A Book Apart – Responsive Web Design, 2nd Edition (2011)

Author: Ethan Marcotte

A Book Apart – Mobile First (2011)

Author: Luke Wroblewski

A Book Apart – The Elements of Content Strategy (2010)

Author: Erin Kissane

Learning Objectives

By the end of this course, students will be able to:

1. Describe the digital space and how it relates to brand communications efforts.
2. Utilize techniques for building digital and social media strategies.
3. Utilize techniques for measuring digital efforts.
4. Utilize website technology and explain the role it plays in the brand and consumer relationship.
5. Demonstrate competency in skills related to professional interactions with contracted clients.
6. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Course Schedule - this course will cover the following topics:

Week 1: Introduction to Digital Analytics

Week 2: History and Context

Week 3: Social Media, Content & Website Strategies I

Week 4: Social Media, Content & Website Strategies II

Week 5: Positioning

Week 6: Content Planning

Week 7: Digital Strategy Presentations

Week 8: Mobile Ads & the Future of Mobile

Week 9: Multi-Screen Viewership

Week 10: Responsive Design

Week 11: Gamification

Week 12: eCommerce, Digital Communications & Internal Brand Platforms I

Week 13: eCommerce, Digital Communications & Internal Brand Platforms II

Week 14: eCommerce, Digital Communications & Internal Brand Platforms III

Week 15: Emerging Platform Presentations

Duplication (if applicable)

n/a

Syllabus

Upload File: [GC 3720_Digital Analytics in Brand Communications-20180306211006.pdf](#)

Description: GC 3720 Digital Analytics in Brand Communications

000075

David Wright 3-9-15
 Chair, Department Curriculum Committee Date

Ch S J 3-9-18
 Department Chair Date

Frank G. Wozz 3/16/18
 Chair, College Curriculum Committee Date

Carl W. Hollings 3/14/18
 College Dean Date

Director, Calhoun Honors College Date

Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Provost Date

President Date

000076

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Media Management in Brand Communications **Additional Fee?**
Course Number: 3730 **Transcript Title:** Media Mgt in Brand Comm **Justification**
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38181

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course
Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

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Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
Year 2: 22
Year 3: 22
Year 4: 22

Evaluation

Undergraduate
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60
 Participation & Discussion: 25%
 Individual Assignments: 25%
 Final Group Project: 35%
 Final Exam: 25%

000077

Catalog Description

This course will cover theory, strategy, and practice of media management in all channels of paid media, as well as the integration of paid media with other components of brand communications.

Prerequisite(s) Corequisite(s)

GC 3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

CG 3730 students must learn to evaluate and implement traditional and non-traditional paid media strategies as a successful brand manager. The class's requirement to effectively understand, utilized and evaluate where and why to allocate resources is critical to a brand's success.

Textbook(s)

No textbook is required for this course. Reading assignments will be distributed via email prior to relevant weekly classes. A schedule of weekly topics will be distributed during the first class, and students are encouraged to do additional reading around each weekly topic to add to the discussion each week.

Learning Objectives

1. Identify elements of the fundamental principles and techniques for media management in paid media channels.
2. Critically evaluate communications theory and explain how it relates to brands and advertising.
3. Identify the essential characteristics of the major media channels (broadcast, print, digital, out-of-home media, etc.).
4. Utilize paid media planning strategies and integrate paid media in an overall brand communications plan.
5. Demonstrate competency in skills related to professional interactions with contracted clients.
6. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to Media Management in Brand Communications

Week 2: The evolving media/marketing ecosystem; Basics of media strategy

Week 3: Setting objectives; target audience research

Week 4: Out-of-home media

Week 5: Print media

Week 6: Radio

Week 7: Television

Week 8: Digital advertising, Part 1

Week 9: Digital advertising, Part 2

Week 10: Promotional media; Earned and Owned media

Week 11: Communications Strategy, Part 1

Week 12: Communications Strategy, Part 2

Week 13: Team/Project Work: Steps 1-2

Week 14: Team/Project Work: Steps 3-4

Week 15: Project presentations

Duplication (if applicable)

n/a

Syllabus

Upload File: [GC 3730 Media Management in Brand Communications-20180306211036.pdf](#)

Description: HGC 3730 Media Management in Brand Communications

000078

[Signature] 3-9-18
 Chair, Department Curriculum Committee Date

[Signature] 3-9-18
 Department Chair Date

[Signature] 3/16/18
 Chair, College Curriculum Committee Date

[Signature] 3/16/18
 College Dean Date

Director, Calhoun Honors College Date

Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Provost Date

President Date

000079

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Brand Communications and Media Strategy **Additional Fee?**
Course Number: 3740 **Transcript Title:** Brand Comm Media Strat **Justification**
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38182

Hours

Fixed Credit Course
Credit Hrs Contact Hrs

3 3

Variable Credit Course

Credit Hrs Contact Hrs
Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move. GC 3740 is the duplication of Comm 3740, which will no longer be in the catalog as of Fall 2018.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 0
Year 2: 0
Year 3: 0
Year 4: 0

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

Class participation: 5%
 In-class collaboration projects: 10%
 Quizzes to assess progress: 15%
 Homework assignments: 20%
 Final Group Project and Presentation: 30%
 Final Exam: 20%

000080

Catalog Description

This course will cover the discipline of creating strategies that guide the development of content and communication plans intended to support the promotion of products and services.

Prerequisite(s) Corequisite(s)

3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

CG 3730 requires a hierarchal approach to building a successful branding campaign, base on real world scenarios from analysis to execution to evaluation of outcomes. The class is crucial to understanding the real world consequences of brand management decisions made over the life of the branding process.

Textbook(s)

No textbook is required for this course. Reading assignments will be distributed via email prior to relevant weekly classes. A schedule of weekly topics will be distributed during the first class, and students are encouraged to do additional reading around each weekly topic to add to the discussion each week.

Learning Objectives

By the end of this course, students will be able to:

1. Explain the strategy creation process and how it relates to brands communications efforts.
2. Create media strategies for building brands.
3. Develop content and communication plans to support the promotion of brands.
4. Demonstrate competency in skills related to professional interactions with contracted clients.
5. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to Brand Communications and Media Strategy

Week 2: Commerce and the Modern Consumer

Week 3: Unique Value Propositions

Week 4: Problem solving through frameworks

Week 5: Putting a problem in context

Week 6: Applying primary research

Week 7: Facts vs. Insights

Week 8: Target identification and positioning

Week 9: Elements of The Strategic Brief I

Week 10: Elements of The Strategic Brief II

Week 11: Writing & Presenting The Strategic Brief

Week 12: Establishing Success Metrics I

Week 13: Establishing Success Metrics II

Week 14: Establishing Success Metrics III

Week 15: Group Project Presentations

Duplication (if applicable)

n/a

Syllabus

Upload File: [GC 3740 Brand Communications and Media Strategy-20180306211111.pdf](#)

Description: GC 3740 Brand Communications and Media Strategy

000081

Neil Wright 3-9-18
 Chair, Department Curriculum Committee Date

[Signature] 3-9-18
 Department Chair Date

Jack G. Wore 3/16/18
 Chair, College Curriculum Committee Date

Car W. Halgung 3/16/18
 College Dean Date

Director, Calhoun Honors College Date

Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Provost Date

President Date

000082

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications	Catalog Title: Presentation Skills in Brand Communications <input type="checkbox"/> Additional Fee?
Course Number: 3750	Transcript Title: Presentation Brand Comm Justification
Effective Term: Fall 2018	Cross-reference(s):
College: Business	Grade Mode: Standard Letter
Department: Graphic Communications	

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 03/20/2018 **Number:** 38183

Hours

Fixed Credit Course
 Credit Hrs Contact Hrs

1 1

Variable Credit Course

Credit Hrs Contact Hrs
 Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move. GC 3750 is the duplication of Comm 3750, which will no longer be in the catalog as of Fall 2018.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
Year 2: 22
Year 3: 22
Year 4: 22

Evaluation

Undergraduate

A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F < 60

10% in-class attendance and participation (self and peer critiques)
 30% in-class individual and group presentations
 30% final pitch presentation
 30% Final Exam

000083**Catalog Description**

This class will focus on the importance of presentation, body language, voice modulation, content, and the theater involved in presenting ideas unique to brand communications contexts and professions.

Prerequisite(s) Corequisite(s)

GC 3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

GC 3750 is significant as the communication course required for the successful adoption of a brand campaign by the brand owner/decision makers. Without this content; the work, knowledge and skill to develop a branding program can fail to capture the imagination, support and implement by the brand's stakeholders.

Textbook(s)

Coughter (2012). The Art of the Pitch: Persuasion and Presentation Skills that Win Business. ISBN-10: 0230120512

Learning Objectives

1. Explain and model the various forms of presentations required for success in advertising and related professions.
2. Critique their own and others' presentations based on performance criteria specific to brand communications and related professions
3. Develop content and communication plans to support the promotion of brands.
4. Demonstrate competency in skills related to professional interactions with contracted clients.
5. Demonstrate advanced proficiency in oral communication related to brand communications

Topical Outline

- Week 1: Introduction to the art of presenting
Week 2: What makes a great presentation and what doesn't: Discussion of strengths and weaknesses of great speakers and convincing presentations.
Week 3: Storytelling and Presentation
Week 4: Subjectivity and Objectivity
Week 5: Subjective Idea and Persuasion I
Week 6: Subjective Idea and Persuasion II
Week 7: Theater: Props, show biz, video, music, many sensory things can add life and effectiveness to presentations
Week 8: Presentations with Theater
Week 9: The choreography of a presentation
Week 10: Group/team presentations
Week 11: Group/team presentations
Week 12: Preparing for the final pitch
Week 13: Individual meetings to discuss and prepare for final "pitch" presentations
Week 14: Individual meetings to discuss and prepare for final "pitch" presentations
Week 15: Final Pitch Presentations

Duplication (if applicable)

n/a

Syllabus

Upload File: [GC 3750 Presentation Skills in Brand Communications-20180306211145.pdf](#)

Description: GC 3750 Presentation Skills in Brand Communications

000084

[Signature] 3-9-18
 Chair, Department Curriculum Committee Date

[Signature] 3-9-18
 Department Chair Date

[Signature] 3/16/18
 Chair, College Curriculum Committee Date

[Signature] 3/16/19
 College Dean Date

 Director, Calhoun Honors College Date

 Chair, Undergraduate Curriculum Committee Date

 Chair, Graduate Curriculum Committee Date

 Provost Date

 President Date

85

Add Undergraduate Course

Course Attributes

Subject Abbreviation: GC-Graphic Communications **Catalog Title:** Brand Communications Capstone Seminar **Additional Fee?**
Course Number: 3760 **Transcript Title:** Brand Comm Capstone Justification
Effective Term: Fall 2018 **Cross-reference(s):**
College: Business **Grade Mode:** Standard Letter
Department: Graphic Communications

Form

User ID: nwoolbr **Name:** Nona Woolbright
Date: 04/16/2018 **Number:** 38184

Hours

Fixed Credit Course
 Credit Hrs Contact Hrs

3 3

Variable Credit Course

Credit Hrs Contact Hrs
 Min Max Min Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications

Other (Please specify.)

In April 2017, the Erwin Center for Brand Communications courses, which were previously housed within the Department of Communications, began the transition to the College of Business. As part of this transition these courses, comprising a Brand Communications minor, were deleted from the Communications Department's course listings. The Department of Graphic Communications, within the College of Business, is now the home of the Erwin Center for Brand Communications and these changes are reflective of this move. GC 3760 is the duplication of Comm 3760, which will no longer be in the catalog as of Fall 2018.

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 22
 Year 2: 22
 Year 3: 22
 Year 4: 22

Evaluation

Undergraduate

A	90	-	100
B	80	-	89
C	70	-	79
D	60	-	69
F	<		60

Innovation Exercises 15%
 Supervised Business Analytics 15%
 Leadership & Team Building 15%
 Draft Portfolio 10%
 Final Portfolio 25%
 Final Exam 20%

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Catalog Description

In-depth exploration and analysis of special topics in brand communications, culminating in a final client-based project documented in written, oral, visual and/or multimedia presentations. Students will utilize the tenets of effective brand communications strategies while building upon communication fundamentals to build a final portfolio of work that reflects their scholarly,

Prerequisite(s) Corequisite(s)

GC 3700

Required course for students in

n/a

Statement of need and justification based on assessment of student learning outcomes

GC 3760 serves as the culmination course, requiring the development of an overall evaluation piece for the entire brand communication project. Beyond serving as the capstone of the program, it provides the students with the means to showcase those skills in a marketable and concrete manner.

Textbook(s)

Course readings will be available through the course Canvas (including document files and weblinks).

Learning Objectives

By the end of this course, students will be able to:

1. Apply brand communications principles to large-scale client-based project.
2. Develop content, communication plans, and media strategies to support a client-based project.
3. Demonstrate competency in skills related to professional interactions with contracted clients.
4. Demonstrate proficiency in oral, written, digital, and visual communication.

Topical Outline

Week 1: Introduction to the Course

Week 2: Introduction to the Client

Week 3: Brand Communications Departments

Week 4: Meeting with Client

Week 5: Team Meetings

Week 6: Team Meetings

Week 7: Team Meetings

Week 8: Team Meetings

Week 9: Team Meetings

Week 10: Team Meetings

Week 11: Team Meetings

Week 12: Team Meetings

Week 13: Team Meetings

Week 14: Final Presentations

Week 15: Individual Portfolio Meetings

Duplication (if applicable)

n/a

SyllabusUpload File: [GC 3760 Brand Communications Capstone Seminar-20180306211210.pdf](#)

Description: GC 3750 Brand Communications Capstone Seminar

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Mark Wright 3-9-18
Chair, Department Curriculum Committee Date

[Signature] 3-9-18
Department Chair Date

Tom G. Ware 3/16/18
Chair, College Curriculum Committee Date

Carl W. Holzganz 3/16/18
College Dean Date

Director, Calhoun Honors College Date

Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date

Provost Date

President Date