Branding

Branding is based on well-established communication principles that have been revitalized in the current business environment to mean “a way to stand out.” Brands, today, have grown to have financial implications and value on the balance sheet that far exceed the older concept of “good will” for business valuation. The value of a brand is an aggregation of all real or perceived advantages to stakeholders of a product or person or organization (including nonprofit organizations).

Since just about anything can be branded – product, organization place or person – the information covered in this course has multiple uses and applications. It can be used to change a firm’s market share, an organization’s volunteer base or a person’s position in the job market. After completing this course, students should be better able to intelligently evaluate an effective branding strategy for any person, product or service.

Course Design

This one credit weekend course is designed to provide an overview of branding. The course format will be primarily interactive rather than lecture. Students are expected to attend all sessions in order to obtain full credit for this course. The time we are together is limited, so it’s important to be on time at the beginning of the day and after all breaks.

Your Take Away: When you complete this class you should have the ability to help orchestrate or at least intelligently evaluate a branding plan for an organization. You are expected to use the team time allowed to work on branding. If you finish the assignment early, I expect the team to help out other teams in the class.

Course Objectives

- Learn the basics about how to create and grow a brand inside out.
- Work with a team to write a short branding plan for an organization
- Learn effective communication strategies for gaining stakeholder support for a brand
- Learn how to create brand metrics

Assessment

- Create branding report applying principles covered in class 70%; Group participation including individual group evaluation: 15%; research paper: 15%