

AE401 -- BRANDING

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 24
Office hours:	Class meets:

Course description: Students start off by discovering the reason why their company should exist through first, the “why”, then the “how”, then the “what.” Students explore how to develop and deliver the unique experience of a brand to build lasting and profitable relationships with current and potential customers.

Course objectives: Upon completion of the class, students will have in hand a brand experience by:

- Starting with the why for their company
- Focusing on the need(s) and creating a core message
- Finding the customer(s) and creating a cult
- Creating a market
- Differentiating from the competition
- Finding the right name and tagline, social media content, sales pitches.
- Keeping true to the brand and keeping attention to the details.

Competencies assessed

- Understand the value of customer and market research in making design choices
- Devise a business case for launching a new line of apparel.
- Write design briefs that reflect proper positioning for chosen brand and marketplace.

Class format: Class time is divided between lecture, research and student discussion.

Pre-requisites: Strategic Marketing (AE205)

Required supplemental materials: Laptop or tablet for taking notes and in-class research.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student’s responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Presentation: Why my company exists	10%
Presentation: Target market	10 %
Presentation: Competition	10 %
Design briefs	10 %
Promotional materials	20 %
Final presentation: Brand strategy	30 %
TOTAL	100 %

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Terminology. Process. Goals and Objectives.	LECTURE: Brand overview & research. Defining the niche. IN CLASS RESEARCH & DISCUSSION The underserved customer. Case studies: Apple, Wildfang, Bridge & Burn, Nike, Columbia Sportswear	Presentations on case studies niche and underserved customers
2/	Defining target market	PRESENTATIONS: Share homework LECTURE Targeting your market customers IN CLASS RESEARCH: "We exist to challenge the status quo. We emphasize gorgeous design. And we happen to make xx"	Presentations on why my company should exist. Who is my target market.
3/	Determining customer persona	PRESENTATIONS: Share homework LECTURE: Determining what your customer wants (plus when, where, why and how much) IN CLASS RESEARCH: Customer demographics and psychographics	Presentations on the customer, their needs and emotions: demographics and psychographics
4/	Differentiation in the marketplace	PRESENTATIONS: Share homework LECTURE: Differentiation IN CLASS RESEARCH: Competition: who they are & what they offer. Find a lucrative market that your competitors are ignoring. Find what do they want. Can you give it to them? If so, what and how.	Presentations on the competition and competitive environment, how I will differ from my competitors and how I will deliver to the market what the competitors have missed.

5/	Product development & positioning	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Design brief content.</p> <p>IN CLASS RESEARCH: Create a persona for my customer. Refer to case studies. Write a design brief.</p>	<p>Presentations on design briefs and how you will: Create a cult Create a core message. Create a market</p>
6/	Promotions, graphics, advertising, social media	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Finding the right name and tagline, social media content, sales pitches.</p> <p>IN CLASS DISCUSSION: Aligning my sales materials to my brand.</p>	<p>Presentations on promotional materials to reflect the brand: Logo Graphic image Message Social media outlets I'd choose & Items I would post on social media</p>
7/	Brand choices: Brand strategies	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Protecting the brand.</p> <p>IN CLASS DISCUSSION: Create a short term and long term brand strategy.</p>	<p>Presentations on: Why my company exists, who is my customer, what do they look like. Who is my brand and what it looks like = brand materials Answers to five "what-ifs" short term and long term.</p>
8/	Final presentations	PRESENTATIONS	Turn in USB or Dropbox link to final presentation