

**COM 3690:
Making Brands Stick**

Class time: Online course; lectures posted Tuesday and Thursday by 10 pm

Class location: Online course

Professor:

Jakob (Jake) Jensen, Ph.D.
Associate Dean for Research, College of Humanities
Professor, Department of Communication
Department of Communication
Email: jakob.jensen@utah.edu
Website: www.jakobjensen.com
Office: LNCO 2856
Office Hours: By appointment only

Teaching Assistant:

Seungwoo Yeom
Graduate Student
Department of Communication
Email: seungwoo.yeom@utah.edu

Yi Liao
Graduate Student
Department of Communication
Email: u1368483@utah.edu

If you would like to chat about the course, then the teaching assistants are your first point of contact. Seungwoo is your primary TA if your last name begins with the letter A – M. Yi is your primary TA if your last name begins with the letter N – Z. Contact your primary TA first, but both TAs are here to help you.

Course Description:

Thousands of years ago, skilled craftspeople began imprinting – or branding – their work with an identifiable logo (e.g., name, symbol). This practice has evolved over the centuries to become a central approach to strategic communication. In COMM 3690, students will learn about the history, practice, and theory of brand communication. The course will focus primarily on identifying aspects of branding that increase the efficacy of the strategy (i.e., make the brand stick). COMM 3690 is an ideal course for students in the Strategic Communication sequence or for those with interests in marketing, advertising, public relations, event planning, or graphic design. COM 3690 is also well-suited for students interested in pursuing an MBA, MPP, MPH, J.D., or PhD.

Learning Objectives:

- Understand basic tenets of branding
- Understand research and practice related to the construction of powerful narratives
- Understand research and practice related to psychometrics/measurement
- Understand how branding is implemented in various settings/contexts

Required Text:

There are **no required texts for COMM 3690**. Exams will be based on lectures. All materials for the course will be posted to the canvas page.

Requirements and Grading:

Assignment	% of final grade
Test #1	10%
Test #2	20%
Test #3	35%
Test #4	35%

Plus/Minus System:

COM 3690 uses a plus/minus system with one twist: there is no A+ or A- because the U does not recognize an A+ (thus making the A- problematic). More details concerning the grading scheme are included below.

Grade Calculation:

One's course grade will be determined by the (weighted) average of the grades on the tests. Each test will receive a percentage (and a letter grade to help students interpret their score), with numerical equivalents as follows:

<u>Test Grade</u>	<u>Letter Grade</u>
90% and up	A
87% and up	B+
83% and up	B
80% and up	B-
77% and up	C+
73% and up	C
70% and up	C-
67% and up	D+
63% and up	D
60% and up	D-
59% and below	F*

*Students that score lower than a 55% will be assigned a grade of 55% (so that one low grade cannot jeopardize their chances of passing COM 3690). However, students who cheat, do not to show up for the test, or otherwise exhibit poor behavior will receive a zero (00%). Also, students

who take the test at an alternative test time for a non-University approved reason will not be eligible to receive the 55% float.

For example, a student who received an 83% (B) on the first test, a 68% (D+) on the second test, and a 94% (A) on the third test, and an 81% on the fourth exam would have a course average of 83.5%.

$$(\text{test 1 \%} \times \text{test 1 weight}) + (\text{test 2 \%} \times \text{test 2 weight}) + (\text{test 3 \%} \times \text{test 3 weight}) + (\text{test 4 \%} \times \text{test 4 weight})$$

$$(83\% \times .10) + (68\% \times .20) + (94\% \times .35) + (81\% \times .35) = 83.5\%$$

$$(8.3) + (13.6) + (32.9) + (28.35) = 83.5\%$$

To convert the course average into a course grade, the following scale will apply:

<u>Course Average</u>	<u>Course Grade</u>
90% and up	A
87% and up	B+
83% and up	B
80% and up	B-
77% and up	C+
73% and up	C
70% and up	C-
67% and up	D+
63% and up	D
60% and up	D-
59% and below	F

Thus, our hypothetical student would have a B (83.5% is above 83% and below 87%).

ADA Statement:

The Americans with Disabilities Act. The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, (801) 581-5020. CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services.

Addressing Sexual Misconduct:

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran's status or genetic information. If you or someone you know has been harassed or

assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, SSB 328, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677(COPS).

Campus Safety:

The University of Utah values the safety of all campus community members. To report suspicious activity, call campus police at 801-585-COPS (801-585-2677). You will receive important emergency alerts and safety messages regarding campus safety via text message. For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu.

Academic Dishonesty:

Students are expected to conduct themselves in an honest and professional manner. Any attempt (successful or not) to behave dishonestly will result in an automatic zero for the course. For information on proper conduct at the University of Utah, see:

<http://www.regulations.utah.edu/academics/6-400.html>

Lecture Attendance:

COMM 3690 is an online course.

Exam Attendance:

Exams will be online. Students will have 1 week to complete each exam.

Offensive Material:

Strategic communication is the study of public relations, advertising, and health communication. Given that, we will view and discuss strategic communication messages across a wide range of topics and from countries around the world. Sometimes we will view or examine content that may seem offensive to one or more students in the class (e.g., an ad for condoms, a beer ad, etc.). Some courses at the University of Utah provide students with the option to avoid potentially offensive material, or professors censor course materials in advance. Professor **Jensen does not offer alternative assignments or censor material in class**. Preparing students to critically consider potentially offensive material is part of education, and it is paramount to citizenship.

Illness Plan:

In the event that Professor Jensen falls ill, then Dr. Helen Lillie, a Visiting Assistant Professor in the Department of Communication, will take over teaching students and continue the class as normal.

Extra Credit:

COMM 3690 does offer multiple extra credit opportunities. These opportunities will be announced on the course Canvas page.

Spring 2022 Calendar

Date	General Topic
Unit 1: Branding Basics	
Jan. 11	Introduction to Branding; The Challenge of Branding
Jan. 13	Brand Positioning
Jan. 18	Designing Brands I; Overview of Creative Suite (CS)
Jan. 20	NO CLASS
Jan. 25	Designing Brands II; Production; Storyboarding
Jan. 27	Brand Archetypes 1
Feb. 1	Exam 1
Unit 2: Narratives & Branding	
Feb. 3	Narratives; Narrative Transportation
Feb. 8	Narratives; Narrative Believability
Feb. 10	Narratives and Content Marketing
Feb. 15	Pioneers and Extension
Feb. 17	Brand Portfolio Strategy
Feb. 22	Exam 2
Unit 3: Measurement & Branding	
Feb. 24	A History and Overview of Psychometrics
Mar. 1	Efficiently and Effectively Evaluating PSAs
Mar. 3	Samsung and Measuring Exposure
Mar. 8	NO CLASS: Spring Break
Mar. 10	NO CLASS: Spring Break
Mar. 15	Irish Whiskey
Mar. 17	Physiological Measurement; Eye Tracking
Mar. 22	Exam 3
Unit 4: Branding Across Contexts	
Mar. 24	Event Planning
Mar. 29	NO CLASS
Mar. 31	NO CLASS
Apr. 5	Brand Archetypes 2
Apr. 7	B2B
Apr. 12	Nutella
Apr. 14	Dove
Apr. 19	Exam 4

***There is no Final Exam** in COM 3690.