DURHAM COLLEGE
SUCCESS MATTERS

Sch Interdisciplinary Studies

The Brand Experience

2021-22 Academic Year

Program	Year	Semester
IS-General Education elective to be delivered across all programs	N/A	N/A

Course Code:	GNED 1417	**Course Equiv. Code(s):**	N/A
Course Hours:	42	**Course GPA Weighting:**	3
Prerequisite:	N/A		
Corequisite:	N/A		

Laptop Course: Yes ☐ No ☒

Delivery Mode(s): In class ☐ Online ☒ Hybrid ☐ Correspondence ☐

Authorized by (Dean or Director): Stephanie Ball   **Date:** July   2021

Prepared by		
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Course Description:

This course illustrates how brands influence decisions. There are two focuses to this course: 1) how a marketer uses their brand to influence purchasing decisions in a multitude of spaces (cyberspace, events, venues, retail stores), and 2) how an individual uses self-reflection to build their personal brand (using social media, appropriate communication mediums and networking tools) to help with professional aspirations.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in http://www.durhamcollege.ca/plar. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes | X | **No** | |

PLAR Assessment (if eligible):

| X | Assignment

| | Exam

| | Portfolio

| | Other

| |

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

CLO1   Understand and explain the essence of marketing and the marketing process.

CLO2   Analyze customer value and relate marketing mix influences, including experiential marketing, psychological and situational influences, and brand spaces, on the consumer purchase decision making.

CLO3   Understand and impart the importance and place of brand in marketing.

CLO4   Explain the value of a personal brand in relationship to its potential influence on one's professional image.

CLO5   Develop a plan for managing a personal brand assessing personal attributes, social media, and appropriate communication mediums for brand growth.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

[X] EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

[ ] EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

[ ] EES 3. Execute mathematical operations accurately.

[ ] EES 4. Apply a systematic approach to solve problems.

[ ] EES 5. Use a variety of thinking skills to anticipate and solve problems.

[X] EES 6. Locate, select, organize, and document information using appropriate technology and information systems.

[X] EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.

[X] EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.

[ ] EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

[X] EES 10. Manage the use of time and other resources to complete projects.

[X] EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)	CLO1, CLO2, CLO3	EES1, EES6, EES8	30
Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one dropped)	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES7, EES10	20
Major Assignment #1 - Marketing Brand (Team or Individual) Progress Report - 5% Final Report - 20%	CLO1, CLO2, CLO3	EES1, EES6, EES7, EES10, EES11	25
Major Assignment #2 - Personal Branding Workbook Assignment (self-reflection)	CLO4, CLO5	EES1, EES6, EES7, EES10, EES11	25
Total			**100%**

Notes:

1. WEEKLY DISCUSSION POSTS. Students must complete each required activity within the specified time frame. Make-up material is NOT available. At the end of the semester, the lowest two weekly discussion posts will be dropped from the final grade calculation.

2. Quizzes (weeks 2, 5, 8, 11, 14): online, open book, multiple choice, true/false. At the end of the semester, the lowest quiz will be dropped from the final grade calculation.

3. MAJOR ASSIGNMENTS- The two major assignments may be accepted late with a penalty of 10% per day up to a maximum of 72 hours late, when the grade will be zero (see below GENERAL EDUCATION POLICIES - ASSIGNMENTS). All assignments must be submitted in the format stipulated in the assignment guidelines.

4. Major Assignment 1 - Marketing the Brand - see evaluation notes below. Students may choose to work in groups or on their own for this assignment. Refer to assignment cover sheet for all instructions.

   Major Assignment 2 - Personal Branding Workbook Assignment. Students will work on their own for this assignment. Refer to assignment cover sheet for all instructions.

Required Text(s) and Supplies:

Recommended Resources (purchase is optional):

1. www.strategyonline.ca - students can sign up for a free newsletter which will provide daily marketing and advertising news that impacts the Canadian market

2. LinkedIn Groups - a lot of information is available within a variety of groups. Search for social media marketing group or brand marketing groups and many options will be available

3. www.adage.com - this is a great marketing and advertising site on a variety of global topics

4. Marketing the Core, 5th (or any) Canadian Edition, Publisher: McGraw Hill Ryerson (text available in library)

5. https://blog.bufferapp.com/social-media-strategy-personal-branding-tips - There are many available online branding tip websites

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	**+** attendance
+ Academic Policies	**+** absence related to tests or assignment due dates
+ Academic Honesty	**+** excused absences
+ Student Code of Conduct	**+** writing tests and assignments
+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	**+** classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/

Course Specific Policies and Expectations:

Course Specific Policies and Expectations:

In order to ensure a quality learning environment for all students, the following policies have been established. Any behaviour that disrupts the learning environment will be dealt with according to the Durham College Academic Policies and Procedures.

1. Learning Expectations: Course concepts will be explained through the use of presentation materials and examples. This will be supplemented and supported by some or all of the following, on line exercises, homework readings, questions, tutorial exercises, self and collaborative study, and assignments to be completed.

2. DC Connect: Students are expected to check MyCampus/DC Connect daily for both college-wide and program specific information. Each Durham College student has a MyCampus/DC Connect e-mail address which they should check daily. Communication between students and faculty via e-mail is limited to the DC Connect system. Should a student have a login and/or performance issue with their MyCampus, it is their responsibility to report the issue(s) to the IT Help Desk by calling 905-721-3333 or visiting the Computer Commons, Room SW100.

3. Attendance: Attendance has been shown to be the best predictor of student success. Online courses can be easily forgotten about; however, students are expected to sign on weekly (i.e. attend classes, tests and other forms of evaluation.) It is also expected that students will actively participate in class activities and discussions. A student missing topics will be less able to complete subsequent assignments. Students are responsible for knowing all course requirements and instructions given in class. Students are encouraged to form support groups of three to four people for classes. Students are responsible for any missed materials and instruction as a result of an "absence from class". In addition, it is the student's responsibility to complete all assignments and to be aware of announcements made. It is the student's responsibility to review notes, readings, and other requirements in preparation for class.

4. Absence from Class: Students are required to submit the appropriate documents when serious illness or other occurrences interfere with the ability to complete the course requirements. If an emergency occurs, contact the professor by DC Mail or e-mail as soon as possible, ideally prior to missing class or evaluation. As soon as you return to the college, make an appointment to see the professor. Any arrangements to make up missed assignments will be at the sole discretion of the course professor.

5. Plagiarism: Plagiarism is a serious breach of the College's Academic Integrity policy. That policy, defined in ACAD-101 and the accompanying procedure, defined in ACAD-101-1 will be enforced on any students involved in incidents of plagiarism, of any type. This could include any or all of the following: a mark of zero on an evaluation, a mark of zero in the course, non-admittance to a course or program, withdrawal from a course, or dismissal from the college. In all cases, a formal Academic Alert will be issued that will document the infraction that has taken place, notification will be given to the Dean/Associate Dean and a record will be placed in the student's file.
Professors may request electronic files of written submissions. Plagiarism detection software may be used during the marking process. Any work that has been plagiarized will receive a mark of zero. If it is determined that a student has shared any work with or copied from another student, ALL STUDENTS INVOLVED will receive a mark of zero for the entire assignment or test. This includes sending files to other students for review of concepts.
A first breach of academic integrity shall result in one or more of the following penalties, at the discretion of the appropriate dean or designate:
- A referral to Student Academic Learning Services (SALS) to complete
the Academic Integrity modules;
- Repeat the original assessment or alternative assessment;
- A deduction of the assessment by a portion of the grade;
- A zero on the assessment;
- An academic performance contract;
- Removal from a course with a grade of "0" or F;
- Removal from a program.

A second breach of academic integrity shall be referred to the Associate Dean and will result in one or more of the following penalties:
-      A deduction of the assessment by a portion of the grade;
- A zero on the assessment;
- An academic performance contract;
- Removal from a course with a grade of "0" or "F";
- Removal from a program

A third breach of academic integrity will be referred to the Vice-President, Academic and may result in dismissal from the college for two academic years. If the student is dismissed from the college the Office of the President will be notified.

6. Respect for the Learning Environment: At all times, students are expected to respect that other students have the

right to a distraction-free learning environment. Any conduct as outlined, but not limited, to the items below will not be tolerated and could result in disciplinary action. It is expected that all members of the learning environment conduct themselves in a professional manner at all times.
- Cheating (or suspicion of).
- Inappropriate behaviour will not be tolerated during discussion posts (swearing, vulgarity, and disrespect toward professor or students).
It is expected that all members of the class, including the faculty, will treat one another with courtesy and respect. If individual behaviours interfere with the rights of others to teach or to learn, the faculty has the right to ask the disruptive student(s) to leave the class and apply the necessary consequences in accordance with Durham College's Academic Policies and Procedures.
Students are expected to read the college's Student Rights & Responsibilities policy to ensure they understand the guiding principles of expected student behaviour while a student at Durham College.

7. Student Success: It is the student's responsibility to keep the faculty informed about any circumstances which may be interfering with the student's success in that course. The faculty cannot provide support and assistance if they are not aware that a problem exists. Students can leave messages on the faculty's voice mail or e- mail to make arrangements for the faculty and the student to meet and work together to resolve any issues or challenges. If a student has a concern about an individual course, the first line of solution should be a discussion with their faculty. If the issue cannot be solved through collaboration, the student is advised to make an appointment with the Student Advisor in the School of Interdisciplinary Studies.

8. Returning Assessments: Faculty shall return assessments to students within an appropriate time frame for the assessment type, typically three weeks at a maximum with exceptions negotiated between the faculty and the class. Students shall consult their course outlines for specific information on evaluation protocols. It is a student's responsibility to obtain returned assessments if absent from class.
Evaluations shall be assigned a grade, and where appropriate, faculty may provide feedback to assist students in improving academic performance. Students may request an interview with a faculty member for further clarification of evaluation results.
Marked tests and assignments will be kept for 20 working days after the student's grades are made available at the end of the semester. If they are not retrieved in that time, they will be discarded.

9. Diversity: This course acknowledges pluralism and that through distinctions in race, ethnicity, place of origin, creed, ability, gender identity and/or sexual orientation, there are many ways of making meaning in this world. This course specifically endorses, where possible, the use of readings, discussions, and case studies that enable students to adapt to differences with real empathy, recognize the legitimacy of those differences, and develop acceptance for new concepts of compatibility.
For information on the MTCU requirement for General Education, connection of Course Learning Outcomes to relevant careers, or General Education website, please visit the General Education website at:
http://www.durhamcollege.ca/academic-schools/school-of-interdisciplinary-studies-employment-services/generaleducation
Students are expected to be respectful towards the opinion of others in the classroom (if applicable) and/or in on-line discussion.
Expectations are also extended as per the School of Interdisciplinary Studies Communication and General Education Course Specific Academic Policies & Procedures.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.

2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.

3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.

4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)

5. A full description of the Academic Appeals Process can be found at https://durhamcollege.ca/about/governance/policies/academic-policies .

6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.

7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours: 3 Delivery: Online	
1	**Intended Learning Objectives** Course Introduction Unit 1A: Introduction to Brand Marketing: Definitions The Marketing Mix - Understand the essence of marketing. - Define and analyze elements of the marketing mix.	
	Intended Learning Activities Review DC Connect Material Logo Icebreaker Discussion Post	
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.	
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)	**Weighting** 30% total weekly posts

Wk.	Hours: 3 Delivery: Online	
2	**Intended Learning Objectives** Unit 1B: Consumer Behaviour The Marketing Process Customer Value - Loyalty Programs Target Markets - Explain the marketing process. - Describe the stages in the consumer purchase decision process - Analyze customer value and relate marketing mix influences on the consumer purchase decision making	
	Intended Learning Activities Review DC Connect Material Discussion Post Quiz	
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.	
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped) Quiz: Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one dropped)	**Weighting** 20% total for quizzes

Wk.	Hours:	3	Delivery:	Online

3	**Intended Learning Objectives** Unit 1C: Name that Brand Why brand a product? Importance of a strong brand Brand Equity Brand Touchpoints Logos, Use of Colour, Use of Slogans - Explain the elements of branding and how these can be protected. - Distinguish between different types of brands
	Intended Learning Activities Review DC Connect Material Discussion Post
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

4	**Intended Learning Objectives** Unit 1D: Building a Relevant Brand and Rebranding Use of Messaging: Informational, Emotional, Behavioural - Interpret psychological and situational influences on the consumer purchase decision process - Understand how marketers manage brands
	Intended Learning Activities Review DC Connect Material Discussion Post
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

	Intended Learning Objectives
5	Unit 1E: Evaluating Brand Partnerships (Successes and Failures) - Research and analyze successful and unsuccessful partnerships - Determine how consumers benefit from partnerships
	Intended Learning Activities Discussion Period Quiz
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped) Quiz: Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one dropped)

Wk.	Hours:	3	Delivery:	Online

	Intended Learning Objectives
6	Unit 1F: Experiential Marketing Consumption of experiences Entertainment venues Themed spaces Marketing Tools for brand engagement -Describe examples of the experience economy and experiential marketing. -Discuss the latest marketing approaches.
	Intended Learning Activities Review DC Connect Material Discussion Post
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

7

Intended Learning Objectives

Unit IG: Marketing Space
Permanent Space vs. Cyberspace vs. Temporary Space
- Compare and contrast temporary and permanent brand spaces
- Describe the brand in cyberspace
- Recommend brand experiences for events, exhibits, retail stores, and cyberspace

Intended Learning Activities

Review DC Connect Material

Resources and References

DC Connect
Links to relevant resources will be included under Content for the week.

Evaluation	Weighting
Assignment: Major Assignment #1 - Marketing Brand (Team or Individual) Progress Report - 5% Final Report - 20%	25% - Total Assignment 1

Wk.	Hours:	3	Delivery:	Online

8

Intended Learning Objectives

Unit 2A: Personal Branding
Roots in brand marketing
Identify strong personal brands
What am I branding?
How to build and manage your image
Defining your values, gifts and goals
Making yourself a star
Being on stage in a global audience
- Explain the value of a personal brand in relationship to its potential influence on one's professional image

Intended Learning Activities

Review DC Connect Material
Self reflection journal post
Quiz

Resources and References

DC Connect
Links to relevant resources will be included under Content for the week.

Evaluation

Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13
(3% each x 10 - lowest two dropped)
Quiz: Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one
dropped)

Wk.	Hours:	3	Delivery:	Online

9	**Intended Learning Objectives**
	Unit 2B: Web Presence Social Media Linked In Facebook Twitter Search engine optimization - Describe how social media can affect a personal brand
	Intended Learning Activities
	Review DC Connect Material Self reflection journal post
	Resources and References
	DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation
	Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

10	**Intended Learning Objectives**
	Unit 2C: Developing a Personal Brand (Creation) Role of the Mission Statement - Elicit personal attributes that will give direction to a a personal brand. - Produce a personal brand asset that reinforces a personal brand's attributes and overall direction
	Intended Learning Activities
	SWOT analysis Review DC Connect Material Self reflection journal post
	Resources and References
	DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation
	Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

11	**Intended Learning Objectives** Unit 2D: Share Online and offline communication mediums - advantages and disadvantages Best practices for communicating personal brands - Choose appropriate communication mediums, offline and/or online, to promote a personal brand.
	Intended Learning Activities Review DC Connect Material Self reflection journal post Quiz
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped) Quiz: Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one dropped)

Wk.	Hours:	3	Delivery:	Online

12	**Intended Learning Objectives** Unit 2E: Selling Yourself Presentation Skills Body Language Verbal and Non-verbal communications - Develop a plan for managing a personal brand to support its continued growth
	Intended Learning Activities Review DC Connect Material Self reflection journal post
	Resources and References DC Connect Links to relevant resources will be included under Content for the week.
	Evaluation Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)

Wk.	Hours:	3	Delivery:	Online

13	**Intended Learning Objectives**

Unit 2F: Networking
Group interactions
One-on-one meetings
Attending professional functions
Effective Mingling
Telephone and Email Messaging
- Develop a plan for managing a personal brand to support its continued growth

Intended Learning Activities

Review DC Connect Material
Self reflection journal post
Personal Branding Assignment

Resources and References

DC Connect
Links to relevant resources will be included under Content for the week.

Evaluation	**Weighting**
Online Activity: Weekly Discussion Board Posts Weeks 1-6 and 8-13 (3% each x 10 - lowest two dropped)	25% - Assignment 2
Assignment: Major Assignment #2 - Personal Branding Workbook Assignment (self-reflection)	

Wk.	Hours:	3	Delivery:	Online

14	**Intended Learning Objectives**

Course Consolidation:
Review of Branding and how it can be used in marketing a business or oneself
- Reinforce the value of brand management to engage the intended audience

Intended Learning Activities

Review DC Connect Material
Quiz

Resources and References

DC Connect
Links to relevant resources will be included under Content for the week.

Evaluation

Quiz: Quizzes Weeks 2, 5, 8, 11, 14 (5% each x 4 - lowest one
dropped)