



Pontificia Universidad
JAVERIANA
Bogotá



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MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.

Effective Branding & Advertising Strategy

International Summer

JUNE · 16-22 · COURSE 2019

This course gives students the skills, training, and understanding for building strong brands and the role of advertising in the brand building process. Students will learn the interplay between strong brands and effective advertising strategy, principles and practices of building strong brands, how to lay the strategic foundation for developing effective advertising, and how to evaluate advertising. The student will become a more effective manager of the branding and advertising process. The course has a very strong experiential learning component. The course combines lecture, discussion and hands-on activities coupled with an applied project to deliver the course objectives

Class Schedule

July 22 - July 26 | 6:00 pm - 09:00 pm

July 27 | 9:00 am - 12:00 pm

Student Learning Outcomes

As a result of this course students will be able to:

1. Understand the characteristics of strong brands and develop effective brand architectures/brand platforms.
2. Understand the relationship between brand architectures and creative briefs.
3. Develop strategically sound creative briefs.
4. Evaluate advertising for creative and strategic appropriateness.

Policies and Requirements



Students in this course will be evaluated based on their performance on the following components: Brand Architecture Development, Creative Work Plan Development, Advertising Evaluation Exercise

Brand Architecture: Students will receive a set of marketing communications materials for a particular brand. Students will develop a strategically sound Brand Architecture consistent with the brand's marketing communications materials.

Creative Brief: Students will receive an advertisement for a specific brand. From the advertisement, students will construct a Creative Brief consistent with the ad.

Ad Evaluation Exercise: Students will receive an advertisement for a specific brand. Students will evaluate the ad using the criteria we work with in class.

+ Grading

GRADES ARE BASED ON A SCALE FROM · 0 TO 5 POINTS ·

ASSIGNMENT/GRADING ITEM	DUE DATE	PERCENTAGE
Brand Architecture	July 30	33%
Creative Brief	July 30	33%
Ad Evaluation	July 30	33%

Policy on Incompletes: An Incomplete grade is not an option that you can select because you find that you weren't able to get everything done. The purpose of an incomplete is to provide a reasonable time extension for a student who cannot complete the course requirements by the usual time because of some bona fide emergency (an illness requiring hospitalization, etc.). Incompletes are generally unproductive for both the student and the instructor. They should be avoided if at all possible.

Expected Classroom Behavior:

- Participating in class activities
- Respecting the diversity of cultures, opinions, viewpoints in the classroom
- Listening to fellow students, professors, and lecturers with respect
- Prepared for class

Course Syllabus

READINGS: CREATING BRANDS PEOPLE LOVE - BRIAN TILL & DONNA HECKLER

JULY 22

Introduction & Characteristics of Strong Brands

- Introduction to Branding and characteristics of strong brands
- Chapters: 5, 17, 51

JULY 23

Characteristics of Strong Brands & Brand Architecture

- Continued discussion and application of characteristics of strong brands and introduction of Brand Architecture
- Chapters: 11, 20, 41

JULY 24

Brand Architecture

- Continued discussion and application of Brand Architecture
- Chapters: 7, 10, 12, 28, 35

JULY 25

Advertising and the Creative Brief

- Introduction and application of the Creative Brief
- Chapters: 27, 34, 39

JULY 26

Creative Brief & Evaluating Advertising

- Continued application of Creative Brief and introduction of a framework for evaluating advertising
- Chapters: 43, 46, 48

JULY 27

Evaluating Advertising

- Continued application of, and practice with, evaluating advertising
- Overview of graded assignments to be completed by July 30.