Spring 2016 Course Syllabus • Brand Management JMC:3185:0003

- Lectures: Tuesday and Thursday 2:00 to 3:15 p.m. in E132 AJB
- Instructor: Greg Johnson, gregory-johnson@uiowa.edu
  - Office Hours: anytime by appointment
  - Office Location: W 318 General Hospital
- Course website: https://icon.uiowa.edu • JMC:3185:0003 Spr16 Topics in Mass Communication
- SJMC DEO: David Ryfe, david-ryfe@uiowa.edu, 319-335-3486

JMC Learning Outcomes
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course offers you an opportunity to survey the practice of brand management from a communicator's standpoint. Beginning with a basic understanding of target audience, message content, and media channels, we will add liberal doses of evaluation, analysis, planning, application, implementation, and ongoing development as they apply to marketing communications objectives. You will also observe the life cycle of historic and present-day brands.

Other Learning Outcomes
- My aim is for you to demonstrate an understanding of the CAMPAIGN model when analyzing marketing communications efforts through case studies.
- My aim is for you to demonstrate an in-depth understanding of the communications strategies appropriate for a brand of your choosing at key points in its life, including market introduction, market maturity, and decline.
- I will place an emphasis on communication strategies appropriate when brands are under marketplace scrutiny and in peril. You will assemble a practical communication guide, based on your analysis of a historic brand crisis.

Readings
You are expected to complete readings by the start of lecture in the week indicated.
- "Marketing Communications: A Brand Narrative Approach" by Micael Dahlen, Fredrik Lange, and Terry Smith will serve as our textbook. It is available at the University of Iowa Book Store.
- I will post additional weekly readings and case studies on ICON.

Grade Allocation
Your performance in this course will be measured on class attendance and participation as well as scores on four quizzes, two exams, and two papers.

Attendance, In-class Participation, and Occasional Weekly Assignments: 15 percent (60 points)
- Attendance is required in the weekly lectures.
- Three to four unexcused absences will result in an automatic half-grade deduction.
- Five or more unexcused absences will result in a full-grade deduction.
- To begin the process of getting an excused absence, please send me an e-mail before the class you will be missing to explain the reason for your absence.
- Missing more than five classes, without discussing the situation with me, could result in a failing grade for the course.
- I expect that you will come to lectures prepared to participate.
- You cannot make up in-class work for unexcused absences.

Quizzes on Readings and Lectures: 20 percent (80 points)
- Four announced quizzes (20 points each) will assure me that you are keeping up with the ambitious course readings.

Mid-Term: 15 percent (60 points)
- I will give a mid-term exam at the end of Week 6 of the semester. It will cover content from readings and lectures during weeks 2-6.

Brand in Crisis Paper: 15 percent (60 points)
- At the end of Week 9 you will submit a research paper that accounts the successes and failures of communications for a brand under crisis.

Brand Life Cycle Paper: 15 percent (60 points)
- At the end of Week 14 you will submit an analysis of communication strategies used by a brand at various points in its life cycle.

Final Exam: 20 percent (80 points)
- You will take a final exam covering content from readings and lectures from weeks 7-15.
Grading Scale

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<th>Grade</th>
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<tr>
<td>A</td>
<td>94 and above</td>
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<td>B</td>
<td>80–82</td>
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<td>C+</td>
<td>77–79</td>
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<td>D+</td>
<td>67–69</td>
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<tr>
<td>B+</td>
<td>87–89</td>
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<td>C</td>
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<td>D</td>
<td>63–66</td>
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<td>B</td>
<td>83–86</td>
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<td>C-</td>
<td>70–72</td>
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<td>F</td>
<td>59 and below</td>
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Late policy

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with me before the assignment is due to make an arrangement. Assignments turned in late without an approved extension will be marked down a letter grade for every day late. After five days late, the assignment will earn a 0. Please do not hesitate to contact me to discuss assignments.

The College of Liberal Arts and Sciences: Policies and Procedures

Administrative Home

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at http://clas.uiowa.edu/students/handbook.

Electronic Communication

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

Accommodations for Disabilities

A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty

All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies

The final examination schedule for each class is announced by the Registrar generally by the tenth day of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

Making a Suggestion or a Complaint

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

Understanding Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.