SUBJECT NAME: **BRAND STRATEGY DEVELOPMENT**

HEAD LECTURER: **ERROL FLANAGAN, ERROL FLANAGAN CONSULTING (SYDNEY)**

QLD LECTURER: **AMANDA WINDUS, STRATEGIC PLANNER**

YEAR: **2016**

MISSION:

To provide an understanding of the different methodologies and frameworks used to build brands and make marketing decisions.

AUDIENCE:

This course is suitable for:

- Senior Account Managers
- Account Directors or Group Account Directors
- Planners, Researchers, and Marketing Managers

SUGGESTED PRE-REQUISITES:

This course builds on the basic principles of brand development. Students require a minimum 3 years relevant work experience in marketing, advertising or media; or a minimum of 2 years in account service. It is additionally recommended that students have completed the Account Management course.

GENERAL DESCRIPTION:

Over the past 30 years, a number of dramatic changes have occurred within brand strategy and development. To date, there are very few places that offer practical on-the-job style brand development training.

This course provides an overview of the entire brand development process with a concentration on the two major steps of the process:

1) Identifying the brand opportunity- consumer analysis and competitive positioning
2) Defining the brand identity.

It will bring to life textbook theory; provide inspiring real life examples and practical frameworks and tools to help make brand-building decisions.

COURSE OBJECTIVES:

At the completion of this 5-week course (4 wks consecutively with 2-wk break before the final session for presentations) participants will have a better understanding of the overall marketing process and best practice examples of how to complete key stages of the brand development process.

SKILL ACQUISITION:

Following completion of this course students will have acquired the necessary skills to:

1. Develop an industry-specific campaign from scratch
2. Spearhead a competitive marketing pitch
3. Identify brand opportunities and team-lead accordingly

© AdSchool 2014 – Brand Strategy & Development

LEARNING OUTCOMES:

Students will have:

a) Gained an overview of the entire brand development process
b) Possessed an understanding of the different methodologies and frameworks used to build brands and make marketing decisions.
c) Improved their skills in deciding what course of action to take

TEACHING & LEARNING FORMATS

Classes for this subject comprise a mix of lectures, case studies, demonstrations and group work. All sessions involve active student participation and discussion, as well as a series of practical exercises and group activities.

Pre-course readings consisting of a number of articles/papers will be given prior to the course. It is expected that everyone read and think about the specific questions – before attending each session.

ASSESSMENT:

There is one piece of assessment for this subject. Full assessment details are at the back of this syllabus.

Assessment:	Assignment
Value:	50% for written submission & 50% for presentation
Due:	Week 5

LATE SUBMISSIONS:

Penalties of 10% per day apply for late submissions

ATTENDANCE AND MINIMUM COURSE REQUIREMENTS

This is a 4 week course **(4 wks consecutively with 2-wk break before the final session for presentations)** requiring students to commit to approximately 4 hours per week towards out of class reading and assignment preparation. **Given the condensed nature of the course, it is a requirement for students to attend ALL lectures. Missing one session will be detrimental to your ability to participate in class discussion and the assessment for remainder of the course.**

COURSE CONTENT

SESSION 1: BRAND BASICS

CORE CONCEPTS

- Defining brand
- Context for brands- consumer and market dynamics affecting marketers
- New models for building brands
- Thinking differently- cultivating a more strategic mindset

KEY QUESTIONS

- What is a brand?
- What has changed with brand development?
- What are the key principles of successful branding?
- What core skills are advantageous in the brand strategy development process?

SESSION 2: BRAND DEVELOPMENT PROCESS

CORE CONCEPTS

- Brand strategy planning process
- Overview of key steps involved

KEY QUESTIONS

- What are the steps of the brand development process?
- What is broadly involved at each step? Process and outcomes?
- How can I effectively engage stakeholders in the process?

DEEP DIVE INTO TWO MAJOR STEPS OF THE BRAND DEVELOPMENT PROCESS:

SESSION 3: IDENTIFYING THE BRAND OPPORTUNITY

CORE CONCEPTS

- Finding rich and actionable brand, market and consumer insight
- Overview of current research methodologies
- Target audience identification and analysis
- How to effectively develop a brand positioning

KEY QUESTIONS

- What is brand positioning?
- What market are you in? Defining the market to maximize opportunity whilst providing definition.
- How do I research and articulate actionable insight?
- How can we better segment and define customers so brands can more meaningfully connect?

SESSION 4: CRAFTING BRAND IDENTITY

CORE CONCEPTS

- Brand identity
- Map and understand the key characteristics used to define a brand's identity
- Creative brand tools

KEY QUESTIONS

- What are the key characteristics of a brand's identity?
- How do you define them?
- How do you ensure other stakeholders embrace and live the brand?

SESSION 5: ASSIGNMENT + PRESENTATION

ASSESSMENTS:

Assessment Item 1: Build a Brand From Scratch and Take it To Market

Assessment Value:	100% (50% for written submission & 50% for presentation)
Received:	Week 1
Due Date:	Week 6

Take a business and build an entirely new brand for this company (to be determined by the lecturer).

- Part A: Identify the opportunity
- Part B: Build the new brand

Evaluation Criteria:

- Grasp of identifying opportunities
- Grasp of what makes a strong brand
- Grasp of ability to sell thinking and persuade others.

GRADING:
This is a graded course. All assessment tasks must be completed and submitted and a satisfactory level overall must be achieved to pass. Assessment grades and final grades in the course will be High Distinction / Distinction / Credit / Pass / Fail.

GRADING DESCRIPTORS

High Distinction:	(85% and over) Work of outstanding quality on all objectives of the course, which may be demonstrated by means of criticism, logical argument, interpretation of materials or use of methodology. This grade may also be given to recognise particular originality or creativity.
Distinction:	(75%-84%) Work of superior quality on all objectives, demonstrating a sound grasp of content, together with efficient organisation and selectivity.
Credit:	(65%-74%) Work of good quality showing more than satisfactory achievement on all objectives, or work of superior quality on most of the objectives of the course.
Pass:	(50%-64%) Work showing a satisfactory achievement on the overall objectives of the course.
Fail:	(less than 50%) Unsatisfactory performance in one or more objectives of the course as contained within the assessment items.

LATE SUBMISSIONS:
Penalties of 10% of the awarded mark per working day may apply for late submission.

Internet Resources:
Ad Critic http://adcritic.com
The Communications Council www.communicationscouncil.org.au (previously the AFA)
Ad News http://adnews.com.au
B&T http://www.bandt.com.au
Fast Company http://fastcompany.com
TVC http://www.tvc.com.au
World Advertising Research Centre http://www.warc.com