
BRANDS AND BELIEF in Fall 2020 (CM5002)

Course Code	CM5002	Professor(s)	Waddick Doyle
Prerequisites	None	Office Number	LTM-108
Class Schedule	M: 12:40-14:15 in C-102 R: 18:10-19:45 in C-102	Office Hours	Tuesdays 16h45-18h45
Credits	4	Email	wdoyle@aup.edu
Semester	Fall 2020	Office Tel. Ext.	676

Course Description

COURSE DESCRIPTION:

The course introduces students to problematic of the contemporary brand as a social, cultural and commercial practice. They learn contemporary brand theory and its applications in a contemporary environment. 'Brands' are becoming for our century what mass produced goods was for the twentieth century. Students will examine brands in the whole context of belief and social life. This part of the course is assisted in reading reports and a final examination

In the second part of the course, students complete a communications audit of a brand examining all aspects of its communicative strategies from package design to employee behaviour as well as clothing, web design, social media, architecture, shop design. The course will also examine how branding now has extended beyond consumer brands to such areas as NGOs and politics (political parties as brands and politicians as brands) and become one of the principal forms of contemporary social organisation

Course Learning Outcomes

Understand and be able to use qualitative communications research methodologies
Be aware of key issues in debates about globalization and their relationship to forms of global media and culture
Develop critical perspectives on major concepts and theories in media studies, communications and cultural studies
Develop practical competence in a field of contemporary communications

Students will come to understand and develop critical perspectives on branding and the global circulation of meaning

They will also understand the relationship of brands to media culture and broadcast and social media

In addition, they will develop practical skills in conducting semiotic analyses and brand audits

General Education

GRADUATE PROGRAM LEARNING OBJECTIVES:

The course also meets the following learning objectives of the MAGC program:

1. to understand and be able to use quantitative and/or qualitative Communications research methodologies;
1. to be aware of key issues in debates about globalization and their relationship to forms of global media and culture;
1. to develop critical perspectives on the major concepts and theories in Media Studies, Communication Studies and Cultural Studies.
- 2.

Course Outline

CLASS SCHEDULE:

September

Week 1 – 23rd – 25th

Thurs 24th September

Introduction to key concepts and history of Branding and promotional culture

View Adam Curtis : *The Century of Self* part one on Bernays and Women smoking

Stories and signs

<https://www.theguardian.com/books/2019/aug/11/no-logo-naomi-klein-20-years-on-interview>

and

<https://www.nytimes.com/2018/05/01/magazine/what-happens-when-people-and-companies-are-both-just-brands.html>*

Week II – 28th – 2nd

Mon. 28th September : Brands and The Attention Economy

Reading: Doyle W . “Brand Communication and the Attention Economy”

reading from Doyle and Roda *Communication in the Era of Attention Scarcity 2019 Macmillan*

Please forward two reading responses to

1) Klein interview and NYT articles and

2) Doyle Roda article before 7pm Wednesday 28th September

September 30th – last day to drop/add courses online

October

Thurs. 1st October

READINGS: Danesi, Marcel *Brands* Routledge pp. 1 to 69 on Blackboard

Tom Streeter (http://www.uvm.edu/~tstreete/semiotics_and_ads/contents.htm)

Reading Report on Danesi Due 30th September

Week III – 5th – 9th

Mon. 5th October

Semiotic Analysis

READING: Doyle *From Naturalisation to Sacralisation: Changing Paradigms in Advertising Criticism*.

Reading Report Due 4 October: make sure you cover whole article

Thurs. 8th October: : The New Political Brands and the Economy of Attention

READINGS: Doyle and Consentino G, *Berlusconi: One Man Brand* in

Blowing Up the Brand Critical Perspectives on Promotional Culture by Melissa Aronczyk/ Devon Powers, (eds.) 2010. pp. 219 to 236

Brand Audit Introduction/ Brand asset evaluation :

Semiotic Analysis Proposal Submission Due

Week IV – 12th – 16th

Mon. 12th October Distinction and Disruption

Reading: The Desire Code

READINGS: Walker R. Chapter Part 1: *The Desire Code* (pp. 1 –71)

Reading Report Due

Thur. 15th October

Reading:

Dru, J-M, *Disruption: Overturning Conventions and Shaking Up the Marketplace* John Wiley New York 2007 pp. 1 to 32

Sturken M. and Cartwright L *Practices of Looking: An Introduction to Visual Culture* OUP 2007 Oxford pp. 270 to 277

Videos discussed in class

<https://www.campaignlive.com/article/jean-marie-dru-disruption-innovation-deficit-future-tbwa/1376248>

<https://kaanbeyhan.com/artful-living-42-maslaks-concept>

<https://www.youtube.com/watch?v=FPraqbFbhiBc>

Week V – 19th – 23rd

Mon. 19th October

Branding in the age of social media / Brand tracking

READING: Holt D. *Branding in the Age of Social Media* Harvard Business Review March 2016

<https://hbr.org/2016/03/branding-in-the-age-of-social-media>

also look at Lantana AI brand tracking

<https://www.latana.com/case-studies>

Reading report due

Thurs. 23rd October Narratives and Values

Reading: Carla Melo and Paulo de Lencastre

Values underlying the consumption of perfume: Social-semiotic approaches

Barthes R,

[“Soap Powders and Detergents” in Barthes, Roland, translated by Annette Lavers. Mythologies London, Paladin, 1972 with a new introduction by Neil Badminton, published by Vintage \(UK\), 2009 pp. 36 to 39](#)

Compare and contrast these commercial websites

<http://smallbiztrends.com/2015/05/what-is-brand-storytelling.html>

<http://www.i-scoop.eu/using-storytelling-strengthen-brand/>

<http://thestoryoftelling.com/brand-story-services/>

<http://www.forbes.com/sites/work-in-progress/2013/02/05/5-secrets-to-using-storytelling-for-brand-marketing-success/#857839b3dd99>

<https://www.marketingweek.com/2016/02/28/why-brand-storytelling-should-be-the-foundation-of-a-growth-strategy/>

reading report due

Week VI – 26th – 30th

Mon. 26th October TOPIC: Semiotics of Consumer Space

READINGS:

Oswald, Laura R Marketing Semiotics: Signs, strategies, and Brand value. OUP Oxford 2012 pp148 to 200 electronic books available at library

Slideshare: The Future of Retail Engagement: A Semiotic speculation

Reading report Due. 25th October

October 28th, Mid-semester

November

Week VII – 2nd – 6th

November 2 TOPICS: Cultural branding, Luxury and Meta-Communication

READINGS:

1. Heilbrunn B. Brave New Brands: Cultural Branding between Utopia and Atopia in Brand Culture by Jonathan E. Schroeder, Miriam Salzer-Mörling, Søren Askegaard Routledge 2006 pp. 103 to 118

Reading Report due

November 5 Semiotic Analysis presentations

Week VIII – 9th- 13th

Mon 9th November TOPIC: Click and Marketing: Walker R. Chapter 2 pp 71 to 165

November 11th to 13th, Fall break (no classes)

Week VIII – 16th- 20th

Mon. 16th November : Brand Meaning Theory

Read Arvidsson A. Preface and Introduction *Brands Meaning and Value in Media Culture*

Routledge London. 2006

Students should develop a one-page brand audit proposal and submit it to Professor Doyle by email for approval. This should be done in groups of two or three or maximum four

Thurs. 19th TOPIC: Brand Audit Guidelines Techniques: Brand Audit Mood Boards and Focus Groups

November 16th, Mid-semester grades due

Week IX – 23rd – 27th

Mon. 23rd November - Word Associations Maps Brand Audit skills

Thurs. 26th November – Brands and ethical/ political values

READINGS:TBA

November 27th, last day to withdraw from a course

last day to choose credit/no credit option

Week X - 30th – 4th

Mon. 30th November – CITY BRANDING NATION BRANDING

Reading TBA

Examination preparation

December

Thurs. 3rd December - TOPIC: Brand Evaluation: Brand audit

READINGS:

1. Brand Valuation, Lury and Moor on Blackboard
2. Useful site <http://added-value.com/2010/01/01/communication-semiotic-audit/>

Week XI – 7th – 11th

Mon. 7th December - Brand Audit Presentations

Thursday 10th December Brand Audit Presentations

December 12th - 15th, reading days

December 16th – 22th, Final Exam

January 4th, all grades due

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AU Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the Drop/Add and Exam Periods*.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the graduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admission and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

GRADING:

Participation 10%

Position papers 20%

Semiotic Analysis 10%

Brand Audit: 40%

Final exam 30%

*** Students should develop a one-page brand audit proposal and submit it to Professor Doyle by email for approval. This can be done individually or in groups of two or three. This should be done by November . The audit is itself due on 7 December. Please also**

have them available to show the class

ATTENDANCE:

Attendance at all classes is mandatory even if sometimes on line. Active participation in discussions is a class requirement and forms a component of final grades. Unexcused absences from class will result in a lower grade for participation; excessive absence may result in failure. Please contact the professor in advance if an absence is likely. In all cases of absence, the responsibility for arranging to make up missed work rests solely with the student.

Grading Scale:

Letter Grade Quantitative Qualitative

A 94-100 Superior (uniformly excellent in creativity, thoughtfulness and preparation)

A- 90-93

B+ 87-89 Very Good (exceeds the expected level of competence/preparation)

B 83-86

B- 80-82

C+ 77-79 Satisfactory (fulfils requirements at an average level)

C 73-76

C- 70-72

D 60-69 Needs major improvement (falls short of average level of competence and preparation)

F Below 60 Fails/Unsatisfactory (fails to engage with components of the assignment/course)

IMPORTANT NOTES ON ASSIGNMENTS:

Formatting: All submitted work should be in 11- or 12-point type with one-inch margins. Pages should be numbered and your name should be clearly visible on the assignment

Submission: All assignments must be submitted by email and on blackboard. You should keep a hard copy and in digital form as the professor requests. Assignments will not be accepted by email.

Citation: ALL written work must use correct citations. Any work without complete and correct references in MLA format will NOT be accepted. It is your responsibility to learn correct citational methods if they are unfamiliar. Visual material such as diagrams and photos that you have not produced yourself must also be correctly cited.

Lateness: Work submitted late will be penalised by a fraction of a letter grade per day, i.e.: A becomes A-, A- becomes B+, etc.

PLAGIARISM:

If you are found to have plagiarized any portion of any assignment YOU WILL AUTOMATICALLY FAIL THE COURSE AND BE REPORTED TO ACADEMIC AFFAIRS FOR POSSIBLE FURTHER SANCTION. Plagiarism means submitting work that you did not yourself author. It also involves copying or paraphrasing the work of others without citing the work. This means do NOT copy and paste things from Wikipedia, do not borrow research from other sources without citing it, and do not have somebody else write your paper for you. This is an unacceptable behavior and will be sanctioned.

Other
