
BRANDS AND BELIEF in Fall 2019 (CM5002)

Course Code	CM5002	Professor(s)	Waddick Doyle
Prerequisites	None	Office Number	LTM108B
Class Schedule	MR: 12:10-13:30 in C-505	Office Hours	Monday 4 to 6 pm
Credits	4	Email	wdoyle@aup.edu
Semester	Fall 2019	Office Tel. Ext.	676

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

Course Outline

CLASS SCHEDULE: This is provisional and may be changed

September

Week I – 2nd – 6th

Session I : Monday September 2nd

TOPIC: READING Introduction to key concepts and history of Branding

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

Session II: Thursday 6th September

TOPIC: : The Guardian Naomi Klein

READINGS:<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>*

Please forward reading response to Klein interview and if you wish NYT piece before 7pm Wednesday 5th September

September 8th– last day to drop/add courses online

Week II – 9th – 13th

Week II

Session I: Monday 9th September

TOPIC: Semiotic Analysis of Brands 1

READINGS:

1 [Danesi, Marcel Brands \(Routledge Instructions to Media and Communications\)](#)(link) pp. 1 to 69 on Blackboard)

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

Reading Report Due 8 th September

Session II: Thursday 12th September

No class replaced by visit to TBWA agency on 25 September after 3 pm

Week III –16th – 20th

Session I: Monday 16th September?TOPICS: Semiotic Analysis

READING: From Naturalisation to Sacralisation: Changing Paradigms in Advertising Criticism

Barthes, Roland. *Mythologies: Roland Barthes*. New York: Hill and Wang, 1972, 36-39.

Reading Report Due 15 Sept

Semiotic Analysis Proposal Submission Due

Session II: Thursday 19 th September

Guest classTOPIC Brand Audit Introduction and Brand asset evaluation : Professor Peter Barnet Guest Lecture on Brand Assessment

Week IV –23th– 27th

Session I: Monday September 23rd

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

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=FPrqbFbhiBc>

TOPICS: Narrative and Values

READINGS:

TOPICS: Branding in the age of social media

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>

Report

1 Carla Melo and Paulo de Lencastre

Values underlying the consumption of perfume: Social-semiotic appr [“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](#)

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 22 September please include comments on Barnett’s lecture

WEDNESDAY 25 September visit to TBWA

Session II: Thursday September 27th

TOPIC: Semiotics of Consumer Space

READINGS:

1 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 26 September

Week V –30th – 4th

Session I: Monday September 30th

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

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

Reading Report due 29 September

Session II: Thursday 4thOctober

TOPIC: Semiotic Analysis presentations

READING: None

Report on visit to TBWA due

October

Week VI –7th – 11th

Session I: Monday 7th October

TOPIC: The Desire Code

READINGS:

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

Reading Report Due 6 October

Session II: Thursday 11th October:

TOPIC: Walker R Chapter 2 pp 71 to 165

Reading report 10 October

Students should develop a one-page brand audit proposal and submit it to Professor Doyle by email for

for approval. This can be done individually or in groups of two or three.

Week VII –14th– 18th

Session I: Monday 14 October guest lecture:

TOPIC: Brand Audit Guidelines Techniques: Brand Audit Mood Boards and Focus Groups

READING: TBA

Session II: Thursday 18 October: Brands and The Attention Economy

Doyle reading from Doyle and Roda

Reading report

October 16th, Mid-semester

October 18th, Mid-semester grades due

Week VIII – 21st – 25th

Session I: Monday 21 October :

October TOPIC: Click and Marketing

READINGS:

1 Walker pp.71– 145 textbooks

Session II: Thursday 25 October :

Week IX - 28th– (1st)

Session II: Monday 28 October: TOPIC: Branding Cities

Guest lecture: Justin McGuinness

READINGS: SlidesShare: [City Brand Audit: Copenhagen and Paris](#) Recommended: Marx, The Fetishism of Commodities and the Secret Thereof

October 29th– November 3rd, fall break (no classes)

Visit to Istanbul

November

Week X - 4th– 8th

Session I: Monday 4 November? TOPIC: Brand Evaluation: Brand audit

READINGS:

1 Brand Valuation, Lury and Moor on Blackboard

2 Useful site

3 <http://added-value.com/2010/01/01/communication-semiotic-audit/>

November 4th, last day to withdraw from a course /no credit option

Session II: Thursday November 8th?TOPIC: The New Political Brands and the Economy of Attention

READINGS:

1 Doyle and Consentino G, pp. 219 to 236

Week XI – 11th – 15th

Session I: Thursday day 15 November: Brand audit skills or industry visit

Istanbul report due

November 11th– 12th, Armistice Break (no classes)

Week XIII – 18th– 22nd

Session I: Monday 18 November?TOPIC: Word Associations Maps Brand Audit skills

Wednesday 20 November

Session II: Thursday 22 November,

TOPIC: Brand Audit Presentations

Brand Audit Submission Due

Week XIV – 25th– 29th

Session I: Monday 25 November: Brand Audit presentations cont .

Session II: Thursday 29 November Brand Theory

1 Aronczyk and Powers, Blowing Up the Brand Critical Perspectives on Promotional Culture 2010, pp. 1 to 21

*Recommended:*Marx, The Fetishism of Commodities and the Secret

December

Week XV – 2nd– 6th

Session I: Monday 2 December

Brand Theory 2: Examination Preparation. READING: None

Session II: **Thursday 6 December** No class replaced by visit to Elan communications
20 November

December 7th- 11th, reading days

Final Exam Dec 16 2019 12:00PM

January 2nd, all grades due

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE:

Active participation of students is central to success in this class. Students are required to log in written responses to the reading and come to class with position papers on those readings. These position papers should be two paragraphs. Students will be chosen at random to discuss their response on their position paper in every class. Send Position Paper by 7pm before class to brandsbelief@gmail.com

Please also print them out and bring them to class.

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. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

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, it is 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.

Grading Policy

GRADING:

Participation 10%

Position papers 20%

Semiotic Analysis 10%

Istanbul Report or Interview 10%

Brand Audit: 40%

Final exam 20%

*** 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 October 11. The audit is itself due on 22 November.**

Other
