

ORIGINATOR'S SECTION:														
1. College: <input type="checkbox"/> CHABSS <input checked="" type="checkbox"/> CoBA <input type="checkbox"/> CoEHHS <input type="checkbox"/> CSM	Desired Term and Year of Implementation (e.g., Fall 2008): Fall 2016													
2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No														
3. Course will be a variable-topics (generic) course? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No ("generic" is a placeholder for topics)														
4. Course abbreviation and Number:* MKTG 310														
5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.) Personal Branding														
6. Abbreviated Title for PeopleSoft: (no more than 25 characters, including spaces) Personal Branding														
7. Number of Units: 2														
8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does <u>not</u> count toward the 80-word limit.) This course introduces students to the process of designing brand identity and developing a personal brand. Developing a personal brand consists of designing or selecting brand elements and using them to create a unified system that influences what people think, how they feel, and what they do. Special emphasis is on foundational concepts in branding, principles of graphic design, and the design of a portfolio of vehicles through which students communicate their personal brand. <p style="text-align: center; color: blue; font-style: italic;">(previously MKTG 482-3)</p>														
9. Why is this course being proposed? This course is being proposed for two main reasons. First, branding is a process of selecting or designing a collection of brand elements (e.g., name, colors, typefaces, shapes, etc.) and using them to create a unified system that influences what people think, how they feel, and what they do. The unified system consists of a broad collection of ways that people come into contact with an organization—e.g., product(s), advertising, Website, business cards, stationary, etc.—and the collection of elements is a fundamental and influential aspect of nearly all organizations' marketing strategy. As such, this course is designed to provide students with fundamental knowledge and skills in branding that can be applied in a range of contexts at virtually any organization at which they will work. Second, CoBA's Program Learning Outcome 1 states, "Our graduates will be able to effectively and professionally communicate both orally and in writing." Prior formal assessment of students' oral and written communication indicated a significant opportunity for improvement in both areas. In this course students will apply principles of branding and graphic design to create a portfolio of vehicles through which they communicate. As such, the course is designed to help "close the assessment loop" for one of CoBA's program learning outcomes.														
10. Mode of Instruction* For definitions of the Course Classification Numbers: http://www.csusm.edu/academic_programs/curriculumscheduling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/Instructional%20Mode%20Conventions.pdf														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:33%;">Type of Instruction</th> <th style="width:33%;">Number of Credit Units</th> <th style="width:33%;">Instructional Mode (Course Classification Number)</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td style="text-align: center;">2</td> <td style="text-align: center;">C2</td> </tr> <tr> <td>Activity</td> <td></td> <td></td> </tr> <tr> <td>Lab</td> <td></td> <td></td> </tr> </tbody> </table>			Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)	Lecture	2	C2	Activity			Lab		
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Activity														
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* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair

11. Grading Method:*
 Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
 Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
 Credit/No Credit Only (C)
 Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? Yes No
 Faculty Credential Analyst Dean Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? Yes No
 If yes, how many times? (including first offering)

15. Is Course Crosslisted: Yes No
 If yes, indicate which course and check "yes" in item #22 below.

16. Prerequisite(s): Yes No

17. Corequisite(s): Yes No

18. Documentation attached:
 Syllabus Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:* MKTG 482-3

20. How often will this course be offered once established?* Each semester

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? Yes No
 If yes, please specify:
 Bachelors of Science in Business Administration, Marketing Option

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* Yes No
 If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline _____	Signature _____	Date _____	Support _____ Oppose _____
Discipline _____	Signature _____	Date _____	Support _____ Oppose _____

SIGNATURES : (COLLEGE LEVEL) :

(UNIVERSITY LEVEL)

1. Originator (please print or type name) Wayne New Date 11/17/15
 2. Program Director/Chair [Signature] Date 11/17/15
 3. College Curriculum Committee [Signature] Date 11/17/15
 4. College Dean (or Designee) [Signature] Date 11/17/15

5. UCC Committee Chair _____ Date _____
 6. Vice President for Academic Affairs (or Designee) _____ Date _____
 7. President (or Designee) _____ Date _____

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

MKTG 310, Personal Branding

California State University San Marcos

Instructor: Dr. Wayne Neu

e-mail: wneu@csusm.edu

Office: MARK 436

Office Phone: 760.750.4274

Description This course introduces students to the process of designing brand identity and developing a personal brand. Developing a personal brand consists of designing or selecting brand elements and using them to create a unified system that influences what people think, how they feel, and what they do. Special emphasis is on foundational concepts in branding, principles of graphic design, and the design of a portfolio of vehicles through which students communicate their personal brand.

Learning Outcomes Upon successful completion of this course, each student will be able to:

1. Explain fundamental concepts of branding;
2. Explain concepts of color theory, typography, design, and layout;
3. Develop a personal situation analysis and positioning strategy;
4. Apply concepts of color, typography, design, and layout to communicate one's personal brand through written communication; and
5. Design and deliver an effective, professional oral presentation that communicates one's personal brand.

Required Books *The Non-Designer's Design Book*, by Robin Williams, 2008.
slide:ology: The art and Science of Creating Great Presentations, by Nancy Duarte, 2008.

Disabled Student Services The Office of Disabled Student Services (DSS) is committed to providing opportunities for higher education to students with disabilities and to making the programs, activities, and facilities at Cal State San Marcos fully accessible to students with disabilities. Students with disabilities are responsible for contacting DSS to secure support services prior to each semester.

Attendance Policy After the second absence, each absence will result in a one-third letter grade deduction to the student's final course grade. ALL ABSENCES other than university sanctioned events will be counted so there is no difference between excused and unexcused absences. Please let the instructor know as early as possible if you will miss class for a university sanctioned event.

Academic Honesty The maintenance of academic integrity and quality education is the responsibility of each student within this university and the California State University system. Cheating and plagiarism in connection with an academic program at a campus is listed in Section 41301, Title 5, California Code of Regulations, as an offense for which a student may be expelled, suspended, put on probation, or given a less severe disciplinary sanction.

All cases of academic dishonesty will result in a zero on the exercise, a one letter grade deduction to the student's final course grade, and will be reported to the Office of Academic Affairs. Also, if a student plagiarizes from a fellow student in this class, both students will receive a zero if the plagiarized material was willingly shared.

Grading

Final course grades will be based on the following scale:

93% & up =A	90-92.9%=A-	87-89.9%=B+	83-86.9%=B	80-82.9%=B-	77-77.9%=C+
73-76.9%=C	70-72.9%=C-	67-69.9%=D+	63-66.9%=D	60-62.9%=D-	below 60%=F

Late assignments will be penalized at the rate of 10% for each 24 hours of lateness (or portion thereof) unless other arrangements are made prior to the due date.

Graded Assignments/ Exercises

Miscellaneous exercises (10% of course grade): Throughout the course students will be asked to complete and submit miscellaneous exercises to demonstrate and reinforce course topics. Typically, students will be asked to complete these exercises prior to and in preparation for a class meeting. The miscellaneous exercises will not be formally graded but will be assigned a number of points based on completeness.

Personal brand strategy (5% of course grade). For this exercise each student will conduct a personal situation analysis and develop a personal differentiation and positioning strategy (learning outcome 2).

Print touchpoints (25% of course grade). This exercise is intended to apply principles of design, color, typography, and layout to create personal touchpoints that present a student's personal brand (learning outcomes 3 and 4). The touchpoints will consist of some combination of a business card, resume, cover letter on personal letterhead, personal brochure, and individual work sample (e.g., a written report).

Formal, oral presentation (35% of course grade). For this exercise each student will design and deliver an individual, formal oral presentation that supports the student's personal brand (learning outcome 5). Each presentation will be recorded. The Oral Presentation Feedback form lists criteria on which the presentation will be evaluated.

Self-assessment (a misc. exercise worth 5% of the course grade). For this exercise each student will formally evaluate—using an Oral Presentation Feedback form—his or her own presentation (learning outcome 5). Each student will also complete a written summary of 1) how his or her own presentation exhibits/does not exhibit topics covered in class, and 2) how to enhance the effectiveness and professionalism of his or her presentation.

Exam (20% of course grade). This exam will assess students' ability to explain fundamental concepts of branding (learning outcome 1), explain concepts of color theory, typography, design, and layout (learning outcome 2), and explain concepts of personal brand position and brand brief (learning outcome 3).

Topics

Introduction to branding. Brand, brand equity, brand elements, desired characteristics of brands, and touchpoints.	
Foundations of personal branding. What is a personal brand and why develop one; personal touchpoints, situation analysis, and differentiation and position.	
Design Principles. Contrast, repetition, alignment, proximity, hierarchy, emphasis, and sequence.	Williams Chapters 1, 2, 3, 4, 5
Color. Color properties, color wheel, color modes, psychology of color, selecting colors, and online resources.	Williams Chapter 6
Typography. Terminology, anatomy of type, categories of type, readability, legibility, selecting and formatting type to create desired effects.	Williams Chapters 9, 10, 11
Layout. Grid theory and balance.	
Application. Designing personal touchpoints.	Williams Chapter 8
Introduction to oral presentations. The process of presentation design.	Duarte Chapter 1
Creating ideas, not slides. Techniques for generating ideas.	Duarte Chapter 2
Visual communication. Turning ideas into images, visual display of data, pictures, images with text, common mistakes, and animation.	Duarte Chapters 3, 4, and 8
Design for presentation visuals: Application of design principles, color, increasing the signal and eliminating the noise, simplicity.	Duarte Chapters 5, 6, 7
Typography for presentation visuals. Readability, legibility, look-and-feel, how many words, placement, creating bullet points, and animation.	Duarte Chapters 5, 6, 7
Delivering the message	Duarte Chapter 11