

## The Brand Experience

2011

Program	Year	Semester
This course is a special interest course designed to inspire "out of the box" thinking.		

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## Course Description:

This course illustrates how brands, by customizing the space in which you experience them, relate to your personality and influence your purchase decisions. Students examine spaces such as retail stores, malls, entertainment venues, architecture, exhibits, events and cyberspace in order to create their own projects relevant to the brand experience.

## Rationale:

As consumers, students will expand on their existing understanding of events, exhibits, retail stores, architectural cultural symbols and cyberspace in order to understand how brands become experiences in the experience economy. Business philosophies have evolved to a relationship marketing orientation, where marketers create opportunities for their consumers to interact directly with their brands in temporary and permanent spaces. Within these spaces, brands are staged as events, which appeal to the consumers' senses in order to command attention and retention. This course will help students understand how they consume brands in their experiences.

## Course Learning Outcomes

### Course Specific Outcomes

Adult learners receiving a credit for this course will have demonstrated their ability to:

1. Uncover customer value and relate marketing mix influences on the consumer purchase decision process.
2. Examine examples of the experience economy and experiential marketing.
3. Interpret psychological and situational influences on the consumer purchase decision process.
4. Compare and contrast temporary and permanent brand spaces.
5. Construct a document that reports on temporary brand spaces.
6. Construct a document that reports on permanent brand spaces.
7. Examine the brand in cyberspace.
8. Recommend effective brand experiences for events, exhibits, retail stores, architecture and cyberspace.

### Essential Employment Outcomes

9. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
10. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
11. Apply a systematic approach to solve problems.
12. Use a variety of thinking skills to anticipate and solve problems.
13. Analyze, evaluate, and apply relevant information from a variety of sources
14. Show respect for the diverse opinions, values, belief systems, and contributions of others.
15. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
16. Manage the use of time and other resources to complete projects.
17. Take responsibility for one's own actions, decisions, and consequences.

## Sequence of Instruction

Week	Intended Learning	Resources and References	Est. Class Hours	Learning Outcomes References	Intended Learning Activities	Evidence of Learning	
						Assessment	Evaluation and Weighting
1	<b>INTRODUCTION TO THE BRAND EXPERIENCE</b> - course outline review <b>UNIT 1 Part A: MARKETING &amp; MEDIUMS</b> - relationship marketing orientation - experiential marketing - the marketing mix - customer value - reach & frequency	Handouts  Core ebook: Pages 1-20	1  2	1,2,3,10,13,14,15	Interactive PPT/lecture/group activities	Project 1 (group) Test #1 Test #2	
2	<b>UNIT 1 Part B: MARKETING &amp; MEDIUMS</b> - branding, brand equity, brand loyalty, brand recognition, brand recall memories & moments (experiencing the product) - the experience economy - lifestyles and extensions/perceptions of the self - brand environments	Brandscapes chap. 1-3 & Handouts Core ebook: Pages 1-20 Pages 44-62	3	1,2,3,10,13,14,15	Interactive PPT/lecture/group activities Guest speaker from advertising agency	Project 1 (group) Test #1 Test #2	
3	<b>UNIT2: EXPERIENCE SPACE AS A STAGED EVENT</b> - consumer behaviour - atmospheres which appeal to the senses dramatization(the limited attention span of the audience) - SENSE & RELATE architecture - THINK, FEEL & ACT marketing	Brandscapes chap. 1-3 & Handouts Core ebook: Pages 23-43 Pages 62-83		1,2,3,10,13,14,15	Interactive PPT/lecture/group activities	Project 1 (group) Test #1 Test #2	
4	<b>Test 1 (weeks 1 to 3)</b>  <b>UNIT 3: Part A: TEMPORARY SPACE</b> <b>Experiential marketing:</b> Business to consumer events Business to business events	Handouts	1  2	1,2,3,10,13,14,15,16,17  2,3,4,5,10,13,14,15	Interactive PPT/lecture/group activities	Written submission ( in class )  Project 1 (group) Quiz Test #2	<b>Test #1</b> <b>Value: 15%</b>
5	<b>UNIT 3 Part B: TEMPORARY SPACE</b> <b>Experiential marketing</b> Business to consumer tradeshows Business to business tradeshows	Handouts	2	2,3,4,5,10,13,14,15	Interactive PPT/lecture/group activities Guest speaker from exhibit firm or special event company	Project 1 (group) Quiz Test #2	
6	<b>Project 1 (group) due in class</b>		3	1,2,3,4,5,9,10, 11,12,1,3,14,15,16,17	Student presentations & Peer feedback	Student presentation & written submission   Peer to Peer feedback assignment	<b>Project 1 (group)</b> <b>Value: 20%</b>  <b>In class feedback assignment</b> <b>Value: 5%</b>

## Sequence of Instruction

Week	Intended Learning	Resources and References	Est. Class Hours	Learning Outcomes References	Intended Learning Activities	Evidence of Learning	
						Assessment	Evaluation and Weighting
7	<b>UNIT 4 Part A: PERMANENT SPACE</b> - experiential marketing - architecture as theatre & dance - cues: mechanics and humanics - the real experience (an answer to our media saturated times)	Brandscapes ch 1-10 & Handouts	3	1,2,3,4,6,10,11,13,14	Interactive PPT/lecture/group activities Guest speaker from retail design firm or architectural firm	Project 2 (individual) Quiz Test #2	
8	<b>UNIT 4 Part B: PERMANENT SPACE</b> - retail stores specializing in a type of customer(lifestyle profile) versus type of product malls (music, lighting, selection of materials) - buildings (architecture' s power to evoke emotional resonance and provoke aesthetic experiences) - a system of signs, targeting lifestyle & attitudes	Brandscapes ch 1-10 & Handouts Core ebook Pages 62-83	3	1,2,3,4,6,10,11,12,13,14	Student Presentations & Feedback	Project 2 (individual) Quiz Test #2	
9	<b>UNIT 4 Part C: PERMANENT SPACE</b> - cultural symbols & icons - entertainment venues - homes <b>QUIZ (weeks 4-9)</b>	Brandscapes ch. 1-10 & Handouts	3	1,2,3,4,6,10,11,12,13,14,16,17	Interactive PPT/lecture/group activities	Project 2 (individual) Quiz Test #2	<b>quiz Value: 5%</b>
10	<b>UNIT 5 Part A: CYBERSPACE</b> - word of mouth - websites as electronic storefronts - on line retailing - electrical circuitry – extension of the self - escape to the third place	Handouts & Core ebook Pages 62-83	3	1,2,3,7,10,11,12,13,14,15	Interactive PPT/lecture/group activities	Project 2 (individual) Test #2	
11	<b>UNIT 5 Part B: CYBERSPACE</b> Modular architecture (modules & linkage system such as itunes) individualization, mass customization, collaborative customization - brand democratization - dialogical communications (inherent interactivity) - cultural convergence	Brandscapes ch. 2  Handouts	3	1,2,3,7,10,11,12,13,14,15	Interactive PPT/lecture/group activities	Project 2 (individual) Test #2	
12	<b>Project 2 (individual) due in class</b>		3	1,2,3,6,7,8,9,10,11,12,13,14,15,16,17	Individual presentations & peer feedback	Student presentation & written submission	<b>Project 2 (individual) Value: 25%</b>
13	<b>Project 2 (individual) due in class</b>		3	1,2,3,6,7,8,9,10,11,12,13,14,15,16,17	Individual presentations & peer feedback	Student presentation & written submission	
14	Test #2 (weeks 1 to 13)		3	1,2,3,6,7,8,9,10,11,12,13,14,15,16,17	Written submission	Test #2 Written submission (in class)	<b>Test #2 Value: 20%</b>

**Course outlines are planning guidelines; actual delivery of content may vary with circumstances. Students will be notified in writing of changes that involve the addition or deletion of content, learning outcomes or evaluation, prior to changes being implemented.** Faculty can find the procedures for implementing changes in the [Course Outline Guide](#).

**Professors are responsible for following this outline and facilitating the learning as detailed in this outline.**

<b>Evaluation Criteria:</b>	
Test #1 (Week 4)	15%
Project 1 (group) - written assignment & presentation (Week 6)	20%
In class feedback assignment from peer to peer presentations (Week 6)	5%
Quiz (Week 9)	5%
Project 2 (individual) - written assignment & presentation (Weeks 12&13)	25%
Test #2 (Week 14)	20%
Attendance ( x14)	5%
Preparation Journals ( X10 )	5%
<b>Total</b>	<b>100%</b>

**Notes:**

1. The format for the tests and the quiz will be announced in class. Make-up dates for these will not be available to the students unless a doctor's note that references a legitimate medical reason is provided.
2. Assignments are due in class and must be completed on or before the due date. Assignments will not be accepted thereafter and a mark of zero will be assigned to late assignments unless the student provides a doctor's note that references a legitimate medical reason for not submitting the assignment.
3. A detailed handout outlining expectations and evaluation criteria will be distributed for all projects. In relation to group projects, members will be given an opportunity to rate the participation of their fellow peers. The final mark for group assignments may vary per individual based on peer evaluations.
4. Attendance will be taken during every class in order to provide students with an opportunity to realize up to 5% of their overall grade. Attendance has a direct impact on student success; therefore, students who miss three or more classes will receive a mark of zero for this evaluation area.
5. One preparation journal that demonstrates the student's preparation for each class is required on a weekly basis. This journal will discuss and expand upon the main points from weekly readings and lessons. These journals will provide students with an opportunity to realize up to 5% of their overall grade. A pass/fail mark will be allocated for each submission. Over the 14 week course, a minimum of 8 preparation journals must be submitted to avoid a mark of zero for this evaluation area.

## Required Text(s) and Supplies:

Klingmann, A. (2008) . *Brandscapes: Architecture in the Experience Economy*. USA: MIT Press.

Kerin, R. , Hartley, S. , Rudelius W. , Clements, C. & Skolnicj, H. (2009). *CORE ebook, featuring selected chapters from The Core, 2nd edition*: Toronto: McGraw–Hill Ryerson.

## Recommended Resources:

Pine, J. , Gilmore, J. (1999) . *The Experience Economy: Work Is Theater & Every Business a Stage*. Boston: Harvard Business School Press.

McLuhan, M. , Quentin, F. (2001) *The Medium is the Massage*. Toronto: Ginko Press.

Breakenridge, D. (2008) *PR 2.0 New Media, New Tools, New Audiences*. New Jersey: FT Press

Exhibitor Magazine

## Policies and Expectations for the Learning Environment:

### Course Specific Policies and Expectations:

1. Students are expected to attend and participate in every class since attendance is linked to student success. Weekly attendance is strongly encouraged; therefore, it is included as part of the evaluation criteria.
2. Students must come to class prepared to participate; therefore a weekly paragraph which highlights key elements from readings has been included in the evaluation criteria. Ensure that you arrive for class ahead of time, have all required texts, supplies, and are ready to submit any assignments or projects due.
3. If the student misses a class, it is his/her responsibility to stay current with the weekly readings, and obtain the lecture/homework material. Students are responsible to stay current with the weekly learning schedule as provided in the course outline.
4. Tests will consist of a combination of multiple choice questions, short answers, and an essay type question.
5. Effective spelling, grammar and cohesion will contribute towards 10% of the mark for all projects.
6. Guest speakers will be scheduled from time to time in order to tie the course material to real life situations and expand on course material. A question relating to the guest speakers will be included on the tests; therefore, attendance during these classes is encouraged.