Course Title: COMSTRAT 564 Consumer Behavior and Brand Development

Course Developer: Dr. Changmin Yan

Course Instructor: Dr. Changmin Yan

Textbook: *Advertising Account Planning*, 2nd edition (2011), by Larry D. Kelley and Donald W. Jugenheimer.

Course Overview

In this class you will learn tactics and strategies for consumer analysis and brand development. The ultimate goal is to develop skills that are necessary for uncovering consumer insights and using them to link client objectives, account management, creative development, and media planning.

To achieve this, you will learn how to obtain valid information about the brand, the consumer and the marketplace and will develop skills to sort out key kernels of knowledge and emotion that will make strategic communication campaigns successful. Anyone who will work in advertising and public relations will find their career enriched by understanding the keys to successful consumer analysis and brand development.

Course Goals

At the end of this course students will be able to:

- Describe the function of consumer analysis and brand development in a strategic communication campaign

- Understand and practice the skills needed for creating consumer and brand insights

- Understand why and how to obtain consumer input

- Conduct a brand analysis

- Write a consumer profile

- Prepare a situation analysis

- Stimulate creative ideas through creative development research

- Develop an advertising strategy

- Understand the importance of creative briefing and its attributes

- Develop a creative brief

- Coordinate with the media planning function

- Understand techniques for campaign evaluation

- Understand principles of persuasion in creative development and brand strategy.

Course Work

Discussions: Given the online delivery method of this course, your active involvement in the weekly online discussion is an important part of your learning experience. You will be asked to submit a weekly post with examples that illustrate the topic of that week and respond to your peers' posts. Each of your weekly post and response will be about 50-200 words. Discussions serve as a forum for you to share your learning experience and learn from each other.

Activities: You will complete four exercises and five homework assignments. Each homework assignment includes about 20-30 multiple-choice questions. The homework assignments are designed to test your understanding of the key concepts covered in the class. Each exercise includes 4-10 short-answer questions and a client will be selected for you by the instructor. You are expected to write your answers in short essays totaling 4-10 pages. The exercises will help you apply the concepts learned in this class to solve real-world strategic communication problems. A detailed guideline for each assignment can be found in the "Activities" folder. Exercises and homework assignments that are late or missing will receive a zero unless PRIOR arrangements are made.

Exams: There will be two exams. Both of them are closed-book and closed-note. Each exam has multiple-choice questions that are similar to the homework assignments and short-answer questions that resembles the exercises. NO makeup exams will be provided unless approved PRIOR arrangements are made.

Course Schedule

A detailed course schedule with due dates is provided in the "Course Schedule" folder. Expand the Content folder in the Map menu on the left by clicking the plus sign (+), then select Course Schedule.

Instructor Interaction

The Instructor plans to access the web site at, a minimum, three times a week, including at least once on the weekend. When travelling, this schedule may need to shift and, if so, there will be a general announcement of availability limitations. The Instructor may access the web site as often as daily when time permits.

The Instructor will strive to post grading information as quickly as possible. To allow flexibility, points earned for discussions, exercises and homework assignments will be posted within 72 hours immediately after the deadline and exam points will be within 1 week of the completion date.

The instructor strives to communicate often and regularly. However, if there is a need to agree upon a pre-determined time for interaction, this will be established after class begins.

Late Work Policy

All work in this class must be submitted by the due dates. No late work will be accepted unless approved PRIOR arrangements are made.

Grading

Discussion: 12 points (1 point x 12)

Homework: 10 points (2 points x 5)

Exercise: 48 points (12 points x 4)

Exam: 30 points (15 points x 2)

Total Possible Points: 100 points.

Final grades are determined on the following percentage scale. All grades are rounded to the nearest tenth of a percent.

Grade	Percentage	Grade	Percentage
A	93–100%	C	73–76%
A–	90–92%	C–	70–72%
B+	87–89%	D+	67–69%
B	83–86%	D	60–66%
B–	80–82%	F	0–59%

C+	77–79%

Incomplete Grade Policy: **The standard policy is below, although instructors/departments can edit as desired.**

Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.
2. The request must be signed and dated by the student (or identified by student's e-mail address), and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, **there are two main conditions:**
    o a student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the course work.
    o a student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the professor/ instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

Academic Regulations

Students enrolled in distance courses are subject to the same WSU academic regulations as on-campus students. A complete listing of the WSU academic regulations is available online (Academic Regulations; select "Printable" next to "List All Academic Regulations" to view a printable list of all regulations).

Disability Accommodations

Reasonable accommodations are available for students with a documented disability. DDP and the Disability Resource Center (DRC) work together to provide reasonable accommodations for students who have documented disabilities and who are registered both with DDP and the DRC. DDP's liaison to the DRC will assist you in getting started. To begin this process, contact DDP (800-222-4978 or distance@wsu.edu). We strongly recommend that you notify us as soon as possible. All accommodations must be approved through the Disability Resource Center.

If you have questions, please contact the DRC at DRC.FrontDesk@ad.wsu.edu or 509-335-3417. Additional information is available on the DRC website: http://www.drc.wsu.edu.

Online Collaboration:

Threaded discussion posts in online course spaces are an integral part of online learning environments. In certain courses, assessment of discussion posts is included as part of the final grade.

WSU is committed to the rights of all community members to freedom of expression and academic freedom. In order to protect the rights of all participants and to preserve the educational tone of online course spaces, the following rules apply:

1. Postings must be germane to the subject matter.
2. Postings must comply with WSU's policy on appropriate use of computing resources:http://www.wsu.edu/ElectronicPolicy.html.
3. Illegal postings or postings that violate WSU policies, including those regarding harassment and discrimination or the Standards of Conduct for Students, are not permitted.
4. Postings that are threatening to others are not permitted.

Instructors have the authority to remove posts that violate these rules. Continued postings in violation of these rules may result in removal of access rights, course failure, and, when appropriate, referral to the Office of Student Conduct.

In addition to the netiquette guidelines for online collaboration, you will be expected to participate in the online discussions in a way that engages with the topic and with the other participants. An overview of the criteria used in this course to evaluate your participation through your original and response posts is provided in the online course space, if applicable.

Critical Thinking

The ability to think and write critically are essential skills in many walks of life. Critical thinking skills are developed and refined through practice, self-reflection, and the critique and support of peers and instructors. Throughout this course you will have many opportunities to exercise your analytical thinking, synthesize information, and apply knowledge to real-life situations. To help facilitate your thinking and writing, the "Critical Thinking Rubric" is provided in the online course space, if applicable, to assess your own writing and that of other students. Please review it carefully before completing each activity.

Technical Support

If you need technical assistance, please expand the **Content** folder in the Map menu on the left by clicking the plus sign (+), then select **Technical Support**.

DDP Student Help Centers,

DDP understands that navigating the academic world may be confusing – that is why we have created the DDP Help Centers, a central location where students can find information on a variety of topics. Take a moment to check out the many links available in the various help centers. Below are just a few important links to information in the help centers we would like to bring to your attention:

- Please review "Tuition & Fees" in the [Finance Center](#). Tuition is due on the first day of the semester, and WSU does not mail billing statements.
- If you are a new DDP student, information to assist you with online learning is available under "Resources and Tips" in the [New DDP Students Center](#). In this section you will find study tips, resources, and skills to give you a good head start in assuring success with your course.
- Also check out [myDDP](#), your personal DDP Web page where you can find quick links to important information, upcoming DDP events, deadlines and more. The quick link "Go to myDDP" is available from every page in the help centers, found in the upper right part of the page.

Library Support,

All students enrolled in Washington State University distance courses can use the WSU Libraries online databases and receive reference and research assistance from the Distance Degree Library Services (DDLS). Enrolled students can also borrow books and other circulating material and receive photocopies of journal articles.

Visit the DDLS Web page ([DDLS](#)) for links to the WSU online database and library support information.

eTutoring,

As a WSU student you have **unlimited FREE** access to eTutoring.org, a tutoring platform that enables students and tutors to collaborate in an online environment. This is not a course requirement, but simply an available resource that you may utilize as needed.

Currently, eTutoring is available for Accounting, Anatomy & Physiology, Biology, Chemistry, Math and Calculus, MS Office 2007, Spanish, Statistics, and Writing! With three ways to access a tutor you can choose the one that best fits your needs…

- Use the Online Writing Lab that allows students to submit a draft of a paper to a tutor, ask for specific feedback, and receive a tutor's response within 24-48 hours.
- Access live eTutoring via eChat that allows students to meet with a tutor in one-on-one tutoring sessions via a fully interactive, virtual online environment.
- Utilize the offline eQuestions that allow students to leave a specific question for an eTutor, who will respond within 24-48 hours.

The list of available tutoring subjects can be found on the http://etutoring.org/login.cfm?institutionid=176 site.

For more information on accessing and setting up your eTutoring account, visit:http://online.wsu.edu/current_students/as_eTutoring_start.aspx

DDP Academic Calendar,

Please review the current DDP [Academic Calendar](#) to become familiar with critical deadlines.

On Campus Safety.

Washington State University is committed to maintaining a safe environment for its faculty, staff, and students. Safety is the responsibility of every member of the campus community and individuals should know the appropriate actions to take when an emergency arises. In support of our commitment to the safety of the campus community the University has developed a Campus Safety Plan, http://safetyplan.wsu.edu. It is highly recommended that you visit this web site as well as the University emergency management web site at http://oem.wsu.edu/emergencies to become familiar with the information provided.