Washington State University
MAJOR CURRICULAR CHANGE FORM - - COURSE
(Submit original signed form and ten copies to the Registrar’s Office, zip 1035.)

Future Effective Date: 05/01/2012 (effective date cannot be retroactive)

☐ New course ☐ Temporary course ☐ Drop service course
☐ There is a course fee associated with this course (see instructions)

☐ Variable credit ______________
☐ Increase credit (former credit __________)
☐ Number (former number __________)
☐ Crosslisting (between WSU departments) (Must have both departmental signatures)
☐ Conjoint listing (400/500)
☐ Request to meet Writing in the Major [M] requirement (Must have All-University Writing Committee Approval)
☐ Request to meet GER in ________ (Must have GenEd Committee Approval) ☐ Fulfills GER lab (L) requirement
☐ Professional course (Pharmacy & Vet Med only) ☐ Graduate credit (professional programs only)
☐ Other (please list request)

<table>
<thead>
<tr>
<th>COM course prefix</th>
<th>502 course no.</th>
<th>Consumer Analysis and Brand Development title</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>3</td>
<td>Graduate standing.</td>
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</table>

credit lecture hrs per week | lab hrs per week | studio hrs per week | prerequisite |

Description (20 words or less) Brand and consumer insights are the core of consumer analysis and brand development. This course cultivates skills to sort out key kernels of knowledge and emotion that will make strategic communication campaigns successful.

Instructor: Changmin Yan, Ph.D.
Contact: Sandra Brabb
Campus Zip Code: 2520

Phone number: 335-5245  Email: changminyan@wsu.edu
Phone number: 335-7333  Email: brabb@wsu.edu

- Please attach rationale for your request, a current and complete syllabus, and explain how this impacts other units in Pullman and other branches (if applicable).
- Secure all required signatures and provide 10 copies to the Registrar’s Office.

Chair/date
Dean/date
General Education Com/date

Chair (if crosslisted/interdisciplinary)*
Dean (if crosslisted/interdisciplinary)*
Graduate Studies Com/date

All-University Writing Com/date
Academic Affairs Com/date
Senate/date

*If the proposed change impacts or involves collaboration with other units, use the additional signature lines provided for each impacted unit and college.
Rationale:
To meet demands for new skills in the job market; to satisfy needs from a potentially new M.A. program in the Murrow College.

The syllabus attached syllabus is designed for the course to be taught in the summer through WSU Online.
Com 502.02, Consumer Analysis and Brand Development, Summer 2012

Instructor: Changmin Yan, Ph.D.  Office Hours: XXX
Office: Room 205, Communication Addition  Course Location: Online
Phone: 509-335-5245  Course Time: XXX
E-Mail: changminyan@wsu.edu

Description: In this class you will learn how to create brand and consumer insights for advertising creative and media strategy. Such insights constitute the crucial link between client objectives, account management, the creative development team, and the media planning team. To conduct consumer analysis and brand development, you need to think like a strategist who is particularly attuned to the emotions and thoughts of the target audiences of advertising messages. To achieve this, you will learn how to obtain valid information about the client, the consumer and the marketplace. Most importantly, relying on consumer research and theory, you will develop skills to sort out key kernels of knowledge and emotion that will make strategic communication campaigns successful. Anyone who will work in the advertising industry will find their career enriched by understanding the keys to successful consumer analysis and brand development.

Objectives: At the end of the semester the student will be able to:

- Describe the function of consumer analysis and brand development in an advertising agency
- 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
- Become a critical doer and consumer of research
- Stimulate creative ideas through creative development research
- Develop an advertising strategy
- Understand the importance of creative briefing and its attributes
- Develop creative briefs
- Understand the role of account planners in campaign evaluation
- Coordinate with the media planning function
- Understand and practice principles of persuasion theories in advertising planning and creative development.

Textbook:
Required:

Email:
As a class, we will communicate via ANGEL Learning, http://angel.wsu.edu/, during the course of this semester. So it’s your responsibility to check emails in ANGEL on a daily basis. Please don’t email me outside the ANGEL system as I will only respond to emails received in ANGEL for this class.

Class Operating Procedures:
Read assigned material and complete assigned activities on time, and come to class prepared to raise questions, offer comments, and, in general, deal with the material. Assigned material serves as background for topics covered in class. Demonstrate active involvement in class activities. This includes regular attendance and participation in discussions and class experiences. Keep in mind that personal experiences are a springboard for more in-depth critical discussion of the issues presented. If you make a comment, be prepared to engage it critically.

You are responsible for all work covered in this class, whether you are here or not. If you miss a class, it is your responsibility to contact another student about class assignments, notes, handouts, changes in schedule, and so on.
Computer and Cell Phone Use in Class:
You are encouraged to bring your own laptop to class. However, when class is in session, please do NOT use a computer unless permitted by the instructor. Make sure your computer screen is logged off at the beginning of each class. Please turn off your cell phone, PDA, iPod, or other electronic communication devices in class.

Evaluation:
- Discussion: 5%
- Homework: 10%
- Four Exercises: 40% (10% each)
- Three Exams: 45% (15% each)

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

- A = 93-100%
- A- = 90-92.99%
- B+ = 87-89.99%
- B = 83-86.99%
- B- = 80-82.99%
- C+ = 77-79.99%
- C = 73-76.99%
- C- = 70-72.99%
- D+ = 67-69.99%
- D = 60-66.99%
- F = Below 60%

Checking grades in ANGEL
All grades will be uploaded into ANGEL in a timely fashion. It is your responsibility to regularly check your grades in ANGEL. Please note the grades showing up in this class’s ANGEL homepage is not accurate and you have to run a grade report to view your grades. Here is how to run a grade report in ANGEL.

1. Go to ANGEL: https://lms.wsu.edu/
2. Log onto your account using your WSU username and password.
3. Select this course.
4. Click on “Report” on the top of your screen.
5. In “Choose Report,” select “Grades” under “Category.”
6. Click on “Run” on the bottom of your screen.

For all technical questions, please contact IT Help at: http://angel.wsu.edu/AngelFAQStudent.asp
Please DO NOT ask me any technical questions.
Here is an illustration: http://www.la.edu/Images/angel/Student/student-grades.jpg

Discussion
We will have weekly online discussion.

Exams
There will be three exams. All of them are closed-book and closed-note. NO makeup exams will be provided unless approved PRIOR arrangements are made.

Exercises
You will complete four exercises. They are designed to help you apply key concepts to real advertising problems. A detailed guideline for each assignment will be provided later in class. Exercises that are late or missing will receive a zero unless PRIOR arrangements are made.

Homework
You will complete five homework assignments in ANGEL.

Grading Procedure:
In this class, a grade of D means “below that which is acceptable or satisfactory”; a grade of C means “acceptable or satisfactory”; a grade of B means “substantially good work well beyond the level of acceptable or satisfactory”; and a grade of A means “uniformly excellent work well beyond that which is required: creative and imaginative interpretation of the course material and/or assignments.”
Note: All assignments are to be handed in *in class* at the designated time on the due date unless indicated otherwise. Work placed in my mailbox is considered late unless I have approved this method of submission *in advance*. Assignments that are late or missing will receive a zero unless PRIOR arrangements are made.

**ACADEMIC INTEGRITY**
Academic misconduct includes cheating, plagiarizing, misconduct, fabrication, and deliberately interfering with the work of others. See the Standards of Conduct for Students (accessed from http://www.conduct.wsu.edu/default.asp?PageID=343 and www.wsulibs.wsu.edu/plagiarism/main.html).

- Plagiarizing means representing the thoughts, word, or images crafted by someone else as your own. Examples include the work of another student or an author published in a book, article, Web site, speech or presentation, graphics production or broadcast report. If you use the ideas or words of someone else, you must properly cite the source of the original information.
- Misconduct includes tampering with grades and theft of tests, other students’ files, and so forth.
- Fabrication includes the creation of sources and information that are not real. Note that in this class, academic dishonesty also includes recycling criticisms, speeches or papers from other classes or activities.

Academic dishonesty can result in a failing grade for the assignment, for the course, and may result in possible disciplinary action at the University level, including academic suspension. All state and federal laws apply to the classroom and violation thereof, whether in class or in relation to class assignments, will result in immediate dismissal.

**NOTE TO STUDENTS WITH DISABILITIES AND SPECIAL NEEDS**
- Reasonable accommodations are available for students with a documented disability. Please notify me during the first week of class for any accommodations that you will be requesting. Late notification may interfere with your ability to receive accommodations. If you have a disability and may need accommodations to fully participate in this class, please visit the Disability Resource Center (DRC). All accommodations MUST be approved through the DRC (Washington Building, Room 217). Please stop by or call 509-335-3417 to make an appointment with a disability specialist.
- If you must miss class because of a University-sponsored athletic event or other activity, please provide appropriate documentation PRIOR to the event so that arrangements can be made. If you fail to provide appropriate documentation in a timely manner, arrangements may not be able to be made; in such a case, you are responsible for completing all assignments on schedule.

**CLASSROOM SAFETY**
A safe learning environment is important for all of us. Please review the following sites and develop an individual emergency plan (http://safetyplan.wsu.edu, http://alert.wsu.edu, and http://oem.wsu.edu/emergencies).

**PROFESSIONALISM**
This course provides opportunities to investigate and practice strategies that can be used in business and professional presentations and communication interactions. While there is no single business environment or common understanding of professionalism, we will work to create a professional environment in class. Attendance and participation are assumed. Be prepared to discuss and to present. And, language choices matter. Language can intentionally and unintentionally communicate sexist, racist, classist, ethnocentric and other stereotypes. In accordance with University policy, the use of sexist and stereotypical language is discouraged.

**Course Outline**
The following schedule is tentative in the sense that if we hit on a topic that sparks a great deal of interest, we will stay with it longer than the schedule below would seem to allow. This means we all need to stay alert to changes in the schedule, reading assignments, and so on. You are responsible for all assigned work, regardless of whether or not it is covered in class. To ensure each class is successful, *it is essential for you to attend class and to read assigned material prior to class.*
“Teachers open the door, but you must enter by yourself.”
--- Chinese Proverb

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<thead>
<tr>
<th>Weeks</th>
<th>Topics</th>
<th>Reading Assignments</th>
<th>Evaluations</th>
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<tr>
<td>1</td>
<td>Introduction &amp; Overview</td>
<td>Syllabus &amp; Chapters 1, 2, 8, 15</td>
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<td>2</td>
<td>Research Techniques</td>
<td>Chapter 6</td>
<td>Homework 1</td>
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<td>3</td>
<td>Brand Vision</td>
<td>Chapter 3</td>
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<td>4</td>
<td>Situation Analysis</td>
<td>Chapter 4</td>
<td>Homework 2</td>
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<td>5</td>
<td>Brand Analysis: Context</td>
<td>Mintel, Market Share Reporter, Media Intelligence, Media</td>
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<td>Analysis: Context Analysis</td>
<td>Mix and Share of Voice handouts</td>
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<td>Situation Analysis Exercise Distributed</td>
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<tr>
<td>6</td>
<td>Brand Analysis:</td>
<td>Chapter 10</td>
<td>Exam 1 (All materials from</td>
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<td></td>
<td>Brand Positioning</td>
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<td>weeks 1-4)</td>
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<td>7</td>
<td>Brand Analysis:</td>
<td>Chapters 11 &amp; 12</td>
<td>Homework 3</td>
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<td>Brand Personality</td>
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<td>Brand Analysis Exercise Distributed</td>
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<td>Situation Analysis Exercise</td>
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<td>Due</td>
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<td>8</td>
<td>Consumer Insights</td>
<td>Chapters 5 &amp; 7</td>
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<td>9</td>
<td>Consumer Analysis:</td>
<td>Chapter 9</td>
<td>Homework 4</td>
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<td>Segmenting &amp; Profiling</td>
<td>Lifestyle Market Analysis handout</td>
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<td>Consumer Analysis Exercise Distributed</td>
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<td>10</td>
<td>Creative Strategies</td>
<td>Chapter 13</td>
<td>Exam 2 (All materials from</td>
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<td>weeks 5-8)</td>
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<tr>
<td>11</td>
<td>Creative Brief &amp;</td>
<td>Chapters 14 &amp; 16</td>
<td>Homework 5</td>
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<td>Campaign Evaluation</td>
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<td>12</td>
<td>Exam 3</td>
<td>All materials from weeks 9-12</td>
<td>Exam 3 (All materials from</td>
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<td>weeks 9-12)</td>
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All homework and exercises are due by 11:59 p.m. on the Sunday of the listed week. For example, Homework 1 needs to be completed online by 11:59 p.m. on the Sunday of Week 2; Situation analysis is distributed in Week 5 and needs to be completed and submitted online by 11:59 p.m. on the Sunday of Week 7.

“Every exit is an entry somewhere else.”
--- Tom Stoppard