LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC10

Subject Title : Brand Communication & Activation

Subject Specification : For students in Marketing Communication Major

Subject Overview : Brand Communication & Activation is one of the courses in the Communication Study Program, especially in the concentration of Marketing Communication which studies / aims to equip students with the knowledge and ability to design various communication experiences that encourage consumer action and response. Brand activation is known as one of the best tools to get customer engagement and new consumers which ultimately creates benefits and memorable experiences to create customer loyalty in the end.

Course Objectives :

1. The students recognize the importance of basic understanding of marketing, marketing mix, promotion mix, brands as a theory and concept.
2. The students appreciate the need of brand asset and the application in proposal or project.
3. The students understand the significance of the creativity and innovation in brand also in the project.
4. The students become familiar with a range of event branding, brand activation tools, sufficient to take part in Project and proposal tasks.
5. The students will improve their critical thinking skills as they achieve the knowledge outcomes
6. The students will understand the ethical obligations of a professional Brand Communication & Activators, appreciate the ethical and culture of that brand
7. The students will take pride in Brand Communication & Activation plan and event after this subject also prepare them for the practical courses in the next semester.

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge : Able to explain marketing background and analyse and describe BRAND AND BRAND IDENTITY as well as brand functions and elements.

Skill : Able to apply Analytical thinking, Creativity & Designing, Presentation Skill, Teamwork, Listening

Attitude : Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction Brand Communication & Activation
2	Brand Asset 1
3	Brand Asset 2
4	Creativity and Innovation in branding
5	Brand communication
6	Brand identity Planning & Coursework 1
7	Brand identity Planning
8	Mid Examination
9	Brand Activation
10	Brand Activation plan 1
11	Brand Activation 2
12	Brand Activation Tactics
13	Brand activation tactics & Implementation Plan + Coursework 2
14	Brand activation tactics (cont)
15	Review for final test
16	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction Brand Communication & Activation	a. Explanation of RPS "Brand Communication & Activation" for 1 semester and outcomes of related courses b. Introduction Basic understanding of marketing, marketing mix, promotion mix, brand c. Understand the difference between brand and product.	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
2	Brand Asset 1	a Brand Asset 1 - Able to understand A brand asset refers to any tangible or intangible element that contributes to the value, recognition, and perception of a brand. These assets can include things like logos, trademarks, slogans, designs, patents, domain names, reputation, customer loyalty, and more.	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning
3	Brand Asset 2	a Brand Asset 2 - Able to understand & explain anything that distinguishes a brand from its competitors and helps it establish a unique identity in the minds of consumers can be considered a brand asset.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Creativity and Innovation in branding	a. Able to understand & explain how important creativity & innovation in branding as they help brands stand out in crowded markets, connect with	1. Lecturer's presentation 2. Case Study 3. Assignment

		consumers on deeper levels, and adapt to changing trends and preferences.	
5	Brand communication	a. Definition, Purpose and Importance of Brand communication refers to the strategic process of conveying a brand's identity, values, offerings, and messages to its target audience through various channels and touch points. b. Understanding the Purpose and build and maintain positive relationships with consumers, enhance brand awareness, foster brand loyalty, and ultimately drive business growth.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Brand identity Planning & Coursework 1	a. Understanding the Concept of strategic process that involves defining and developing the key elements that represent a brand's essence, values, personality, and visual identity. It lays the foundation for how a brand will be perceived by its target audience and guides all communication and marketing efforts. b. Understanding the Purpose of Brand Analysis, Brand Positioning, Brand Essence, Brand Personality, Visual Identity, Brand Messaging, Brand Guidelines, Implementation Plan, Monitoring and Evaluation c. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Brand identity Planning & Materials Review Before Mid Exam	a. Understanding the implementation of Brand Identity Planning by the Study case - Let's consider a hypothetical case of brand identity planning for a startup company called "EcoFusion," which specializes in eco-friendly home products.	2. Lecturer's presentation 3. Class Discussion 4. Question and answer

8	**Mid Term Test**			
9	Brand Activation	a b c	Understanding Brand activation refers to the process of bringing a brand's identity, values, and messaging to life through engaging experiences and interactions with consumers. Understanding creating meaningful connections between the brand and its target audience by providing memorable and immersive experiences that drive brand awareness, affinity, and loyalty. Structuring the Speech or Presentation Understanding the Brand activation campaigns are typically designed to generate excitement, stimulate interest, and encourage consumer participation, ultimately driving desired behaviors such as product trial, purchase, or advocacy.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Brand Activation plan 1	a	Students are able to understand, apply and Creating a brand activation plan involves a strategic approach to engaging consumers and increasing brand awareness through various interactive experiences.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Brand Activation 2	a.	Students are able to understand, apply and Creating the key to a successful brand activation plan is to create an immersive and memorable experience that resonates with your target audience and effectively communicates your brand message.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case

12	Brand Activation Tactics	a. Students are able to understand, apply and Creating the specific strategies and activities employed within a brand activation plan to engage consumers and increase brand awareness.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Brand activation tactics & Implementation Plan Coursework 2	a. Students are able to understand, apply and Creating consider your objectives, target audience, and budget to ensure you select the most effective strategies for your brand.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Brand activation tactics (cont), Assignments & Quizzes	a. Students are able to explain and apply the brand activation tactics by different channels and events such as 1. Social Media: b. **Instagram Takeovers:** Collaborate with influencers or brand ambassadors to take over your Instagram account for a day, sharing their experiences with your brand. c. **Twitter Chats:** Host a Twitter chat around a relevant topic or theme related to your brand, encouraging followers to participate using a specific hashtag. d. **Facebook Live Events:** Host live Q&A sessions, product demonstrations, or behind-the-scenes tours on Facebook Live to engage with your audience in real-time. **2. Experiential Events:** e. **Pop-Up Shops:** Set up temporary retail spaces in high-traffic areas to showcase your products and offer exclusive deals or experiences.	2. Lecturer's presentation 3. Class discussion 4. Assignment

		f. **Brand Installations:** Create interactive installations or art exhibits that showcase your brand's values or product features, encouraging visitors to engage and share on social media. g. **Product Launch Parties:** Host exclusive events to unveil new products, inviting key influencers, media, and loyal customers for a first look and hands-on experience. **3. Influencer Partnerships:** h. **Product Reviews:** Send your products to influencers in exchange for honest reviews or testimonials shared with their followers. i. **Influencer Takeovers:** Have influencers take over your brand's social media accounts for a day to create authentic content and engage with their audience.	
15	Materials Review Before Final Exam		1. Lecturer's presentation 2. Class discussion 3. Question and answer
16	**Final Examination**		

Midterm Paper Guideline **:** Paper & Presentation Examination

Final Paper Guideline **:** Group Project or Group Presentation & QA Session

References **:**

1. Smith, Kerry & Hanover, Dan, (2016), Experiential Marketing, Secrets, and Success Stories from the World's greatest brand.
2. Wijaya, Bambang Sukma, 2014, Brand Activation as Extension of Marketing Event, Vol 4,no 1, Journal of Communication Spectrum
3. https://www.marketingsociety.com/the-library/2017-winner-ikea-marketing-communications-case-study
4. https://www.researchgate.net/publication/261626555_Brand_strategy_and_integrated_marketing_communication_IMC_A_case_study_of_player's_cigarette_brand_marketing

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