Communication & Business Institute
The Leading Graduate School of Communication & Business

**Department of Business Faculty**
**Subject Syllabus**

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|---|---|---|
| **Subject Code** | : | BIS10 |
| **Subject Title** | : | BRAND COMMUNICATION AND ACTIVATION |
| **Subject Specification** | : | Brand communication with promotion tools<br>Specifically with brand activation |
| **Subject Overview** | : | The subject will give understanding and<br>Knowledge about brand communication using<br>Brand activation |
| **Course objective** | : | The subject aims to provide students<br>The knowledge and the ability to design<br>Various communication experiences which<br>Drive action and consumer response.<br>Brand activation is known to one of the best tool<br>To gain customer engagement |
| **Course Method** | : | Small group discussion, Role play and simulation.<br>Collaborative learning, Discovery learning |
| **Learning Outcome (Competence)** | : | |

- Knowledge : Marketing communications, brands, brands activation
- Skill :Planning, research, creative skills, analytical skills
- Attitude : Intellectual curiosity, highly motivated, responsible,

**Course content** :

| Week | Topic |
|---|---|
| 1 | Introduction |
| 2 | Brand Asset 1 |
| 3 | Brand Asset 2 |
| 4 | Creativity and Innovation in branding |
| 5 | Brand communication |
| 6 | Course work 1 |
| 7 | Brand activation |
| **Mid Examination** | |
| 8 | **Brand Activation plan 1** |
| 9 | Brand Activation plan 2 |
| 10 | Brand identity |
| 11 | Course work 2 |
| 12 | Brand activation tactics |
| 13 | Pitching for brand Activation plan |
| 14 | Review for final test |
| **Final Examination** | |

**Course Evaluation :**

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

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| Final Examinations | 35% |
| Mid-term Examinations | 25% |
| Coursework and assignments | 30% |
| Attendance | 10% |
| TOTAL | 100% |

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is **60 and above.** 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 |

**The student Grade Point Average (GPA) is organized into the following categories:**

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

**Scheme of Work :**

| Session | Title/Topic | Area Discussion | Activities |
|---|---|---|---|
| **I** | Introduction | Marketing and marketing communication | lecture and discussion |
| **II** | Brand Asset 1 | Brand image, brand awareness | Lecture and discussion Study case |
| **III** | Brand Asset 2 | Brand positioning, brand personality, brand love | Lecture, discussion, Study case |
| **IV** | Creativity and innovation in Branding | What is innovation and how it Relates to creativity. Its importance in business and brands, tools and structure for creativity | Lecture, exercise, discussion |
| **V** | Brand Communication | Advertising and promotion | Discussion and case study |
| **VI** | Course work 1 | Group presentation: choose a brand within several product categories and explain why it is a Successful brand due to brand Assets and promotion activities | Question & answer Moderated by Lecturer |
| **VII** | Brand activation | What it does, how it does, to what effect | Lecture, discussion, case study |
| Midtest | | Written and presentation | |
| **VIII** | Brand activation plan 1 | Analysis, brand purpose, brand proliferation, | Lecture, discussion, research |
| **IX** | Brand activation plan 2 | The big idea and how to implement | Lecture, research, discussion |

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| **X** | Brand identity | Principles of design for brand identity, logo and brand aesthetic and examples. Brand identity standard and graphic manual | Discussion, research |
| **XI** | Course work2 | Presentation of brand identity | Presentation, discussion, question & answer |
| **XII** | Brand activation tactics | Storytelling and other tools for consumer action and engagement | Research and discussion |
| **XIII** | Pitching brand activation plan | Presentation to lecturer as client | Discussion and Q&A |
| **XIV** | Review brand activation for final presentation | Review for Final Test | Discussion, Q& A |
| **Final test** | **Written and presentation** | | |

**Midterm Paper Guideline** **: Research and analysis using lecture material and Other references**

**Final Paper Guideline** **: Creativity in designs and using brand activation plan**

**References** **: Smith, Kerry & Hanover, Dan, (2016), Experiential Marketing, Secrets, and Success Stories from the World's greatest brand.**

**Wijaya, Bambang Sukma, 2014, *Brand Activation as Extension of Marketing Event, Vol 4,no 1, Journal of Communication Spectrum***

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