Department of Business Faculty

Subject Syllabus

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

Grading System :

Final Examinations	40%
Mid-term Examinations	30%
Assignments & Reports/Presentations	20%
Attendance	10%
TOTAL	100%

Course Evaluation : Mid test, final test, course work

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

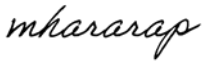
VI	Course work 1	Group presentation: choose a brand within several product categories and explain why it is a Successful brand due to brand Assets and promotion activities	Question & answer Moderated by Lecturer
VII	Brand activation	What it does, how it does, to what effect	Lecture, discussion, case 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
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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