

**University of Maryland – College Park**  
**Robert H. Smith School of Business**  
**STRATEGIC DESIGN IN BUSINESS FELLOWS PROGRAM**

**BMGT458B**

**Special Topics in Marketing: Design Applications in Marketing and Branding**  
**Fall, 2023**

**Instructor:** Lance Wain  
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**Class Schedule:** Mondays 7:00 - 9:40 pm, Room 1307 Van Munching Hall  
**Office Hours:** By appointment

**Course Description:**

Special Topics in Marketing: Design Applications in Marketing and Branding will cover the key elements of how to distinctly brand and market a product or service (possibly an idea). This course is designed to give students:

1. insight into the strategic branding process with a focus on brand positioning, messaging, design, and content
2. how the branding process informs target audience segmentation and a marketing communications/ go-to-market strategy
3. the role and impact of technology and analytics in ongoing brand and marketing optimization

Current industry professionals in many marketing communications categories will attend class as guest lecturers to provide practical expertise in today's world of branding, marketing, design, and technology through first-hand knowledge and expertise.

As a class, we will immerse ourselves in the "Agency" experience by breaking into groups and forming branding and marketing agencies. Each Agency will compete on two projects to be evaluated in October, and at the end of the semester. Each Agency will be staffed by students based on their preferences and areas of interest; research, brand/marketing strategy, design, media, analytics, and marketing technology. These Agencies will compete on projects for a specific product or service. The competition will be evaluated by current industry expert(s)/clients. Students will be encouraged to use the knowledge gained during the semester (especially from the group discussions and guest lecturers) to build their plans and execution of those plans.

**Course Objectives:**

- Learn the current state of the art of branding and apply that knowledge to a specific task
- Learn about the branding and marketing industry and how it works inside and outside
- Learn to work within the group and reach the objective based on primary and secondary research, strategy, creativity, design and time
- Learn to think like an agency professional – strategically and tactically. Learn to present your ideas.
- Be versed in all aspects of branding and marketing communications techniques in today's world

## **Course Materials:**

**This class will incorporate a variety of materials including videos, presentation decks from “real world” agency deliverables, and readings.**

**The following reading material will be referenced/used throughout the semester:**

Start With Why: How Great Leaders Inspire Everyone To Take Action  
by Simon Sinek ( ISBN 978-0-2-4195822-3)

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design  
by Marty Neumeier ( ISBN 978-0-3-2134810-4)

### ***Supplemental and Optional Reading***

The Designful Company: How to Build a Culture of Nonstop Innovation  
By Marty Neumeier

Universal Principles of Design  
by William Lidwell

How Design Makes the World  
by Scott Berkun

Articulating Design Decisions  
by Tom Greever

How the World Sees You: Discover Your Highest Value Through The Science Of Fascination  
by Sally Hogshead

## **Attendance and Participation:**

Success in this class will be a result of regular attendance, collaboration, and teamwork.

Our class will be interactive – every student will be called upon for their opinion and knowledge and required to make an individual presentation to the entire class on an assigned topic by the Professor. The more each student participates, the more they will learn and the more qualified they will become to seek a future opportunity in the world of branding, advertising and marketing communications.

## **Reading and Lecture Takeaways, Quizzes, Final Exam:**

There will be discussions each week to recap readings and lecture material ensuring students truly understand the material and subject matter, to be incorporated into two quizzes and one take-home final exam.

## **Grading:**

Grading will be based on class participation and discussions, scores from quizzes and a final exam, with the most weight coming from the group presentations.

**Academic Integrity:**

The University's *Code of Integrity* is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this Code. Please visit the following website for more information on the University's Code of Academic Integrity:

<http://www.studenthonorcouncil.umd.edu/code.html>

On each assignment you will be asked to write out and sign the following pledge. *"I pledge on my honor that I have not given or received any unauthorized assistance on this exam/assignment."*

**CRITICAL THINKING STANDARDS:**

Intellectual excellence is one of the key pillars to the undergraduate program at the RH Smith School. At Smith, and in your professional life after Smith, you will need to excel at meeting the following 6 critical thinking standards, which are the hallmarks of rigorous and evidence-based decision making.

**CLARITY:** Use words that are easy to understand (not overly complex or jargon) and provide an orderly structure for your argument.

**ACCURACY:** Apply concepts and frameworks correctly. Support claims with compelling evidence.

**PRECISION:** Provide sufficient details to fully flesh out the idea.

**RELEVANCE:** Distinguish between high and low priority issues. Explicitly link points back to the focal issues and make connections between related concepts.

**DEPTH:** identify root causes. Uncover underlying complexity, anticipating and addressing possible objections.

**BREATH:** Consider multiple viewpoints (e.g. views of multiple stakeholders) and multiple responses to the problem. Situate the discussion within the broader context and acknowledge other factors.

**Evaluation Criteria:**

Your grade will be determined as follows:

Reading/Lecture Takeaways	10%
Team Projects	50%
Class participation/attendance	10%
Quizzes/Final Exam	30%
Total	<hr/> 100%

**Feedback:**

You will be given an opportunity and are strongly encouraged to take advantage of this opportunity to provide constructive feedback of the class, its content and the instructor at the completion of the semester.

**Tentative Course Schedule:**

Please note that this schedule is tentative and may change as the term proceeds. It is your responsibility to keep up with the course assignments and any changes that may be made.

<b>Date</b>	<b>Topic/Guest Lecturer</b>
<b>Monday 8/28</b>	<b>Topics: Introduction to the class</b> Review Syllabus “Agency Life” Form Agencies Highlight readings and materials for the semester Review competitions and presentations from past classes Reading assignment for next class
<b>Monday 9/4</b>	<b>NO CLASS – Labor Day</b>
<b>Monday 9/11</b>	<b>Topics: Competition Kickoff</b> Reading takeaways Agency presentations of Name, Logo, Collateral, etc. Why. Why. Why. Simon Sinek. Agency time Reading assignment for next class
<b>Monday 9/18</b>	<b>Guest Lecturer:</b> Hal Swetnam, Chief Brand Strategist, Grafik <b>Topic:</b> Brand Strategy: the power of positioning Reading takeaways Agencies revise (if necessary) Agency time Reading assignment for next class
<b>Monday 9/25</b>	<b>Guest Lecturer:</b> Beth Wallace, CEO, Big Lens <b>Topic:</b> Digital media, create a media plan, and budgeting Reading takeaways Agency time Reading assignment for next class
<b>Monday 10/2</b>	<b>Guest Lecturer:</b> Creative Director, TBD <b>Topic:</b> Design that Matters Quiz #1 Reading assignment for next class
<b>Monday 10/9</b>	<b>Guest Lecturer:</b> Lauren Leva, Digital Marketing Strategist <b>Topic:</b> Lead nurture and working the funnel Reading takeaways Agency time Reading assignment for next class



of the Agency projects, these evaluations will be used to differentiate grading as deemed appropriate by the Instructor.

Students are encouraged to evaluate the performance of the Instructor at the conclusion of the Semester. We may take class time to do this.

Instructor WILL NOT be a judge in the competitions.

### **Marketing Electives - Extra Credit Opportunity (Fall 2023)**

Marketing knowledge evolves over time. The role of academic research is to attempt to understand the underpinnings of consumer behavior. You are invited to contribute to that academic research by participating in one research session offered towards the end of the semester, lasting about one hour, in exchange for extra credit.

This extra credit opportunity is open to students in Marketing electives courses. You may participate in one session to earn a maximum of 1% extra credit for one Marketing electives course. If you are enrolled in more than one Marketing electives course, you will need to select which course to apply the credit to.

**Research sessions will take place between November 27 - December 1.** Multiple appointment times will be available, but you may participate only once. **All research sessions will be held in the Smith Behavioral Lab (VMH 3518).**

#### **Registering to participate in research via the SONA website:**

Specific instructions for registering for and completing a research session will be provided approximately 1-2 weeks before the sessions begin.

#### **Confidentiality and research alternatives:**

Responses collected in the research session are confidential. That is, your name will not be associated with your responses to the study questions at any time. All data you provide will be grouped with data others provide for purposes of reporting and presentation. If you do not wish to participate in a research session, you may substitute an alternative assignment, which involves reading and reacting to a marketing research article. Additional instructions about the alternative assignment will be provided.

**If you have any questions about the research experience, please contact the Behavioral Lab Manager at [rhsmith-participate@umd.edu](mailto:rhsmith-participate@umd.edu)**