

# MORAVIAN COLLEGE

## MGMT 296

### ST: The art of the story: telling and selling your brand

Spring, 2006  
PPHAC 102  
Tu/Th: 12:50 – 2:00 p.m.

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Office Hrs: M/W: 2:00 – 3:00 p.m.  
Tu/Th: 10:30 – 11:30 a.m.  
Others by appointment

#### **COURSE DESCRIPTION:**

This course will explore the use of mythology, archetypes, and storytelling to create a cohesive and compelling image across an organization. We will focus on how legendary organizations have built trust and created iconic brands by understanding and applying these principles. In this course we will discuss the use of imagery (visual and mental) to create a theme that is enduring, powerful, and integrated throughout the organization. Students will explore ways that organizations and people can develop deep and lasting relationships with their customers and other stakeholders through the understanding and application of these storytelling techniques.

#### **COURSE OBJECTIVES:**

Upon successful completion of this course, the student should be able to:

1. Understand the use of myth in branding
2. Understand and explain the use of storytelling in branding
3. Discuss the importance of culture and context in creating a compelling message for an individual or organization
4. Understand and discuss the how to design an integrated image campaign through advertising, symbols, stories and other factors
5. Discuss how “classic” brands have attained loyalty through imagery, mythology and/or storytelling
6. Create an appropriate branding strategy for an organization based upon principles discussed in class

#### **REQUIRED TEXTS AND MATERIALS:**

Mark, M., and Pearson, C.S., (2001). The hero and the outlaw: building extraordinary brands through the power of archetypes. New York, NY: McGraw-Hill.

Vincent, L., (2002). Legendary brands: Unleashing the power of storytelling to create a winning market strategy. Chicago, IL: Dearborn Trade Company.

Holt, D.B., (2004). How brands become icons: the principles of cultural branding. Boston, MA: Harvard Business School Press.

Additional readings in marketing methods provided by the professor via URL links to web pages and databases, handouts in class, or articles from the library or other sources. These reading assignments will be made available via the Blackboard system.

We will also be using the Blackboard system quite a bit. Please be sure to enroll in this section ASAP (password “storytelling”).

### **COURSE REQUIREMENTS:**

The course requirements are as follows:

1. **Mid-Term Examination** - This examination will consist of primarily essay questions, which will be based on course content to that point. The essay questions will be mostly integrative in nature with an emphasis placed on the organization, depth, and clarity of responses to these questions.
2. **Final Examination:** A final examination will be required. This examination will be similar in format and nature to the midterm, and will be cumulative in nature. The date for the final will be scheduled by the registrar.
3. **Reaction Papers:** Each student will write three (3) reaction papers on topics assigned by the instructor. The topics can range from reading and responding to an article of interest to creating a story congruent with course topics (e.g., a hero’s journey tale). Each paper will be approximately 2-3 pages in length. Specific information regarding these assignments will be distributed throughout the semester.
4. **Brand Biography:** Each student will select a company, product or service that is currently being sold. The student will write a biography of the brand that discusses the branding campaign from historical and applied perspectives. The paper will discuss the brand’s story through its archetypal brand positioning. The student will be asked to discuss his/her perceptions of how the chosen brand relates to the themes of the course with special emphases on congruence and historical context. The brand biography paper will be 8-10 pages in length (typed, double-spaced). All brand topics must be approved by instructor by the date noted in the course schedule.
5. **Campaign Management Project:** Students will form groups of 5 students each to work as a Branding Campaign Management team. Each individual team will be assigned to work with a local community service agency to help develop a branding initiative according to the themes of the course. Specifically, the teams will be asked to help identify and develop a brand narrative for their organization. Each team will create a brand bible as well as marketing collateral for the organization. The brand bible will discuss the narrative, communication, and implementation strategies. The paper should be approximately 10-12 pages in length, plus appendices. Graphics Arts students outside of the class will be made

available to the teams to help develop the marketing collateral (e.g., logo, brochure, etc.). At the end of the semester, students will present their strategy and materials to the class. The community service agency representatives will be invited to the presentations as well.

6. **Class attendance and participation:** Students are expected to attend class and participate in classroom discussions and exercises. A large portion of this course will consist of exercises and discussions that you will be expected to participate in. If you know you will be absent from a class, please inform the instructor as soon as possible. In addition, students will be asked to help facilitate class discussion throughout the semester. You should be prepared to lead short class discussions based on topics of interest to the class. Attendance, participation, and facilitation are worth 10% of the course grade.

### **GRADING:**

The final course grade will be determined as follows:

Mid-term Examination -----	15%
Final Examination -----	20%
Reaction Papers -----	15%
Brand Biography paper-----	20%
Campaign Management Project- -----	20%
Class Participation-----	10%
 TOTAL -----	 100%

### **Thoughts on This Course:**

This course will present material that integrates many disciplines. As such, we will be discussing a variety of topics from a variety of approaches. We will have guest lecturers as well as a lot of reading that will present what may, at times, seem like sensory overload. However, *it is very important that you stay current on the reading and the discussion in order to get the most out of this course.* I believe that one of the best ways to develop knowledge is to immerse yourself in the topic and look for the connections among the chaos. This course will be run like a survey course with many topics and approaches around the central theme being addressed. While at times it may seem like the topics are coming at you fast and furious, I have found one of the best things to do is to read the material, listen to the discussion, and then take a step back and let your mind seek the unifying themes. To this end, I will do my part in sharing what I believe these themes are, as well as allowing you the opportunity to reflect on, lead discussions, and work with these themes in an applied setting. Hopefully, by the time this course is over you will know some things that you didn't know before and will be able to think of what might otherwise be considered "common knowledge" from a different perspective. So, as they say at the Rock-n-rollercoaster<sup>tm</sup> at Disney; "Buckle up and enjoy the ride!"

## **WRITING STANDARDS:**

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

## **POLICY ON ACADEMIC HONESTY AND PLAGIARISM:**

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person's idea or product as one's own. Plagiarism includes, but is not limited to, the following: copying verbatim all or part of another's written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources. The penalties for plagiarism include a grade of "F" on the work in question, a grade of "F" in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

## COURSE ASSIGNMENTS AND SCHEDULE:

Date	Topic	Reading Due	Assignment Due
01/17/06	Course Intro		
01/19/06	Myths and Archetypes	M&P: Ch. 1-3	
01/24/06	Myths and Branding	Vincent: Ch. 1-2	
01/26/06	Cultural Branding	Holt: Ch. 1-2	
01/31/06	"	"	Group membership lists due
02/02/06	Yearning Myths	M&P: Ch 4-6	
02/07/06	Impact Myths	M&P: Ch 7-9	
02/09/06	Belonging Myths	M&P: Ch 10-12	
02/14/06	Order Myths	M&P: Ch 13-15	<b>Reaction Piece #1</b>
02/16/06	Myth Markets	Holt: Ch 3-4	
02/21/06	Leveraging Culture	Holt: Ch 5	
02/23/06	Cultural Examples	Holt: Ch 6-7	
02/28/06	<i>Breather/Look-ahead</i>		Brand biography topic due
03/02/06	<b>midterm</b>		
03/07/06	<b>Spring Break</b>		
03/09/06	""		
03/14/06	Narrative & Brand	Vincent: Ch 3-4	
03/16/06	Uncovering Meaning	M&P: Ch. 16	<b>Reaction Piece #2</b>
03/21/06	Creating narrative	Vincent: 5-6; M&P: 17	
03/23/06	"	"	
03/28/06	"	"	
03/30/06	Communicating narrative	Vincent: 7-8; M&P: Ch . 18 Holt: Ch. 8	
04/04/06	"	"	
04/06/06	Congruence of msg	Vincent: Ch. 10, 11, 13 M&P: Ch. 19-20	
04/11/06	"	"	<b>Brand biography</b>
04/13/06	Ethics, brands, and culture	Holt: Ch. 9 M&P: Ch. 21 Vincent: Ch. 14	
04/18/06	"	"	<b>Reaction Piece #3</b>
04/20/06	<i>Breather/Integration</i>		
04/25/06	<b>Group Presentations</b>		<b>Group Campaigns due</b>
04/27/06	<b>Group Presentations</b>		

**Note: The schedule, topics and assignments outlined above are subject to change throughout the semester.**