



PR 537: Public Relations and Branding

3 Units

Fall 2022 – Tuesdays – 6-8:30 p.m.

Section: 21561D

Location: ASC 328

Instructor: Andy Lutzky

Office: ASC lobby

Office Hours: Upon Request

Contact Info: alutzky@usc.edu

Course Description

This course is designed to deepen students' knowledge of the role of public relations in the contemporary practice of branding and brand communication. The first part of the course provides an overview of the concept of branding, with an emphasis on understanding the anatomy of a brand and how it is manifested through all forms of communication. We will develop an in-depth analysis of a specific brand. The second part explores how public relations and marketing can harness **insights and purpose** to build a brand. We will examine a series of current case studies and create a brand building communications campaign for an individual brand.

Student Learning Outcomes

Students can expect to:

- develop an in-depth understanding of the meaning of a brand
- analyze and explain the individual components of branding
- learn the role of purpose in defining and building a brand
- recognize, develop and test brand insights
- learn how to communicate with purpose in a diverse, polarized society

Course Notes

This course will rely on the use of the latest technology and tools. We will utilize several social media platforms to understand our audiences, conduct our research and share our insights.

Description and Assessment of Assignments

Class participation (10 percent). Every student will be expected to bring ideas and enthusiasm to every class. It will be critical to share your work and your thinking with each other. Your active engagement with the course content in the classroom and online will be critical to your success.

Brand News (15 percent). You will be asked to bring in one example of a current brand communication each week with a one paragraph description of why this is or isn't a good strategy. Your example can range from an ad, a PR campaign, an event, a promotion, an announcement, a brand post on social media, or a speech. You will also need to know who was the "architect" behind the idea. All students will be required to comment on each other's Brand News.

Midterm presentations (30 percent). Each student will prepare and present a 10-minute analysis of a specific brand based on the marketing elements that we have discussed in the previous sessions. Your presentations will focus on purpose and will also include background on a potential activist partner for your brand. You will create dynamic visuals that bring your analysis to life.

Brand architect profile (10 percent). Each student will be required to read a biography or autobiography of

a brand architect and explain in writing and thorough design what the 5 key things he/she did to build the brand.

Final project (35 percent). Based on their brand anatomy, students will develop a campaign to address a real brand challenge. Each campaign will include research, audience profile, a key brand insight, a purpose-driven platform, an activist partner and program strategies and tactics. The end product will be presented in class.

Grading

a. Breakdown of Grade

Assignment	% of Grade
Class Participation	10%
Brand News and comments	15%
Brand Architect Profile	10%
Midterm presentation	30%
Final project	35%
TOTAL	100%

b. Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

c. Grading Standards

All assignments will be edited on a professional basis and you will be judged first on the accuracy, creativity and objectivity of your work.

“A” assignments are accurate, clear, comprehensive stories that are well written and require only minor copyediting

“B” assignments require more than minor editing and have a few style or spelling errors or one significant error of omission.

“C” assignments need considerable editing or rewriting and/or have many spelling, style or omission errors.

“D” assignments require excessive rewriting, have numerous errors and should not have been submitted.

“F” assignments have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts.

Assignment Submission Policy

- Students are expected to attend all classes.
- The assignment deadlines are firm. **Late submissions will not be accepted**. Students who unavoidably miss a class are still responsible for getting that classes’ assignments in on time, getting any new assignments from other students, and completing the work by the assigned due date.
- All students’ written work will be evaluated on both analytical rigor and communication style. The guidelines established by the SPR program will be used to grade written work. Grammar, spelling and writing ability are of critical importance. Students who are not confident of their English language and/or grammar abilities are encouraged to seek coaching from the PR writing coach or assistance from the USC Language Institute.
- For class discussions, everyone is expected to contribute, and there are no bad ideas. Meaningful participation in class discussions will require thoughtful reading of the assigned material.
- Cell phones must remain switched off during class.
- No doubt this syllabus will be subject to change. I reserve the right to alter this syllabus based on breaking news, information about new trends and speaker availability. Some change and adjustment throughout the semester in order to accommodate timely, late- breaking topics and events, the unique needs of each student and groups of students, etc.
- Students who miss class are expected to obtain the notes and any assignment directions from a classmate. I will not repeat lecture material or record guest speakers. It’s your responsibility to keep up. Students having any doubt or questions regarding assignments, schedules, etc. should immediately check with their fellow students and/or the instructor.

Grading Timeline

All papers will be graded with two weeks of submission. Upon receiving their grade, each student will have the opportunity to revise their work to improve their grade.

Assignment Submission Policy

All assignments will be submitted online. Some will be emailed directly to me and some will be posted on a community site. Specific instructions will be provided for deadlines on each assignment. If extra time is needed, ask for an extension a least three days before the deadline.

Required Readings and Supplementary Materials

One business/brand biography or autobiography of your choice that details how that individual built their company’s brand.

Interbrand World’s Best Brands

<http://interbrand.com/best-brands/>

Millward Brown BrandZ

<http://www.millwardbrown.com/brandz/top-global-brands>

YouGov BrandIndex

<http://www.brandindex.com/>

Havas Meaningful Brands

<http://www.meaningful-brands.com/en/insights>

Forbes World's Most Valuable Brands

<https://www.forbes.com/the-worlds-most-valuable-brands/#33959a17119c>

The Future Brand Index

<https://www.futurebrand.com/futurebrand-index-2020/>

Global Communications Report on New Activism.

CPR study of PR Week Purpose Awards

We will establish a shared Facebook page for this class. I will post weekly articles about branding that students will read and comment upon on our FB page. Students also will be expected to keep up on activities/news/trends in the marketing, brand and PR worlds by reading:

- Fast Company
- Ad Week
- Ad Age
- PR Week
- Holmes Report
- Brandchannel.com
- PRSA News Brief
- BrandWeek
- Morning Consult
- Campaign

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [**Annenberg Digital Lounge**](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [**Information Technology Services**](#) website.

Add/Drop Dates for Session 001 (15 weeks: 8/22/22 – 12/2/22)

Link: <https://classes.usc.edu/term-20223/calendar/>

Friday, September 9: Last day to register and add classes for Session 001

Friday, September 9: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Friday, September 9: Last day to change enrollment option to audit for Session 001

Friday, September 9: Last day to change a Pass/No Pass to a letter grade for Session 001

Friday, September 9: Last day to purchase or waive tuition refund insurance for fall

Tuesday, September 13: Last day to add or drop a Monday-only class without a mark of “W” and receive a refund or change to Pass/No Pass or Audit for Session 001

Friday, October 7: Last day to drop a course without a mark of “W” on the transcript for Session 001. Mark of “W” will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, November 11: Last day to drop a class with a mark of “W” for Session 001

Course Schedule: A Weekly Breakdown

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Date: 8/23	Course overview Define PR and Branding and Purpose	Choose your brand + biography Begin Brand News commentary on Facebook <u>Read "New Activism" 2020 Report</u>	Brand report due at Week 12
Week 2 Date: 8/30	Mission, Vision + Values	Develop Mission, Vision + Values slides Share Brand News commentary on Facebook <u>Research PWC FutureBrands Brand Index</u> <u>Listen to The Future of Corporate Activism</u>	
Week 3 Date: 9/6	Purpose	Develop Purpose slides Share Brand News commentary on Facebook <u>Research Havas Most Meaningful Brands</u> <u>Listen to Ben & Jerry's</u>	
Week 4 Date: 9/13	Audience + Personas	Develop Audience + Personas slides	

		<p>Share Brand News commentary on Facebook</p> <p><u>Read CPR PRWEEK Purpose Research</u></p> <p><u>Listen to Brand Purpose Best Practices</u></p>	
<p>Week 5 Date: 9/20</p>	3C's	<p>Develop 3C's slides</p> <p>Share Brand News commentary on Facebook</p> <p><u>Research Kantar BrandZ Top 100 Most Valuable Global Brands</u></p> <p><u>Listen to Truth Decay</u></p>	
<p>Week 6 Date: 9/27</p>	Midterms Session 1		
<p>Week 7 Date: 10/4</p>	Midterms Session 2		
<p>Week 8 Date: 10/11</p>	<i>Professor OOO – No Class</i>		
<p>Week 9 Date: 10/18</p>	The evolving nature of brand	<p>Develop insight questions</p> <p>Share Brand News commentary on Facebook</p> <p><u>Read The Brand Report Card</u></p> <p><u>Listen to A Conversation With Next Gen Practitioners</u></p>	
<p>Week 10 Date: 10/25</p>	Insights	<p>Insight slides</p> <p>Share Brand News commentary on Facebook</p> <p><u>Research Interbrand Best Global Brands</u></p> <p><u>Listen to High Conflict</u></p>	
<p>Week 11 Date: 11/1</p>	Platform development	Creative platform slides	

		Share Brand News commentary on Facebook <u>Research Forbes World's Most Valuable Brands Study</u> <u>Listen to Fan Activism</u>	
Week 12 Date: 11/8	Bringing platforms to live	Revisit insight questions Develop an Anthem for your brand Design and post a graphic depicting and explaining the five most critical things your Brand Builder did to build their company's brand Share Brand News commentary on Facebook <u>Watch "Start With Why" by Simon Sinek</u> <u>Listen to Employee Activism</u>	
Week 13 Date: 11/15	Brand in the real world	Share Brand News commentary on Facebook <u>Listen to A New Age of CSR</u>	
Week 14 Date: 11/22	Final Presentations		
Week 15 Date: 11/29	Final Presentations + Class Evaluations		
FINAL EXAM PERIOD Dates: 12/13, 7-9 p.m.	Summative Experience		

Policies and Procedures

Additional Policies

It is important to attend class and actively participate, since class activities and interaction with peers encourage creative dialogue and diversity of perspective, which helps enhance your learning. It is expected that students will come to class having read/viewed the materials and be prepared to join class discussions, contributing questions

and comments. Classes begin promptly, so please arrive on time. If you are unable to attend class for some reason, please notify the instructor as soon as possible, and assume personal responsibility for gathering notes from other classmates. At the end of the semester, points will be allocated to students based upon:

- Consistent demonstration that they have read the material for scheduled class discussion
- Contribution to class discussion; answering questions, asking relevant questions
- Demonstrating respect for fellow classmates, guest speakers and instructor (including appropriate use of personal technologies during classroom time)
- Mature classroom behavior that supports learning

Communication

I'm happy to host office hours with students upon request. The best way to reach me is through email, at andy.lutzky@usc.edu.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <https://policy.usc.edu/research-and-scholarship-misconduct/>.

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298

<https://eeotix.usc.edu/>

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services - (213) 740-0776

osas.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/note takers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

My 15-year career in marketing and communications has taken me from sports, to technology, and government, both agency and in-house, to earned media, social media, influencer marketing, and more.

I have served as CMO for a City, executed global/integrated campaigns for tech brands like Samsung, Microsoft, Google, and others, and led editorial strategy with the San Francisco 49ers of the National Football League.

Through all that, I've learned the importance of blending a sound strategy with an environment of creative safety, openness and empathy. When together, truly great work emerges.

When I'm not thinking deeply about communications and marketing problems, you're likely to find me watching NBA basketball or eating some kind of burrito.

Read more of my writing at <https://www.andylutzky.com/>.