COMSTRAT 564
Consumer Behavior and Brand Development

Course Details

Instructor: Molly Schotzko (m.schotzko@wsu.edu)

Text and Resources:

There are TWO required textbooks:

1. Wheeler, Alina. (2017) Wiley: Designing Brand Identity: An Essential Guide for the Whole Branding Team. (5thEdition). ISBN-13: 978-1118980828 or ISBN-10: 1118980824
2. Building Customer-Brand Relationships, Routledge, 2015. Don E. Schultz, Beth E. Barnes, Heidi F. Schultz and Marian Azzario. ISBN: 1138133760

During the term, the instructor will offer other resources, examples and advice from the media, marketplace and his own consulting career for your consideration on the Canvas.

Course Overview

In this class you will learn tactics and strategies for consumer analysis and brand development. The ultimate goal is to develop skills that are necessary for uncovering consumer insights and applying them to brand development, customer engagement, media planning and content creation.

Course Learning Goals

- Describe the function a brand and how it informs effective communication strategies and practices;
- Understand and practice the skills required for effective consumer research and identifying customer insights;
- Understand and apply the principles of branding and communication theories to develop effective communication strategies, media plans and content for multiple media.

Course Work

This course is organized into four units. Each unit includes a series of related lessons, an essay test (in three of the units), and a unit assignment. Weekly lessons include a reading assignment from the course textbook/s and a discussion prompt related to the topic for the lesson. Some lessons also include video and/or audio lectures and reading assignments from online articles. Students will be assessed based on their participation in online **class discussions**, their performance on the **essay tests** and the quality of their completed **assignments.**

Class Discussions:

There are 10 graded class discussions in this course. At the beginning of each unit, all of the weekly discussion prompts for that unit will be posted on Canvas. The discussion topics are based on the topics presented in the unit. Students are expected to:

- Post a thoughtful response to each discussion prompt;
- Comment on other students' posts, and;
- Respond to students who comment on their posts.

Students should comment on at least one other student's post for each discussion prompt and should do so by the due date listed for that prompt.

Posts on the weekly discussion topic must be completed in Canvas by 11:55 PM on Sunday of each week as shown in the **Course Schedule.** However, the discussion forums for a given unit will remain open until the conclusion of the unit, so you can continue to utilize the discussions for insights and feedback for the entire unit.

Participation in each discussion topic is worth 2 points. Class discussions constitute 20% of your overall grade in the course.

Note that there are no required discussion prompts during Spring Break and some of the later units in the term are set up to allow you to post more at your interest and convenience before a final unit deadline. This is to allow you extra time to focus on completing your essay tests and assignments.

Essay Tests:

There are three essay tests in this course, based on material covered in units 1, 2 and 3. The essay test for a given unit will be posted to the **Essay Tests** section in Canvas at the beginning of the first week of the unit.

Each essay test consists of two essay questions. The questions require students to apply the knowledge they gained in their readings and discussions for the current unit. The first two essay tests are timed and students will have 90 minutes to complete both essay questions for each test.

All essay tests must be completed on Canvas by 11:59 PM (Pacific Time) on the Due Date shown in the **Course Schedule.**

Each essay test is worth 5 points. Essay Tests constitute 15% of your overall grade in the course.

Assignments:

There are four assignments in this course, one for each unit. Each assignment requires students to apply the knowledge they have gained in their readings and discussions for the unit, as well as to seek out and use third-party research specific to the student's chosen brand or organization for the term and also specific to the audience/s or stakeholders key to its branding and success. The assignments all build on one another over the semester and you will use information from previous assignments for each new assignment. Specific instructions and details for each assignment, as well as some past-term examples, will be posted in the **Assignments** section on Canvas at the beginning of the first week of the unit.

You will choose a brand/company/organization and industry to focus on for the semester as part of your first assignment. Then you will conduct research and apply that and your growing knowledge of your chosen

organization and its goals and audiences and other matters to the second, third and fourth assignment, over the term.

All assignments must be turned into Canvas by 11:59 PM (Pacific Time) on the Due Date shown in the **Course Schedule.**

The first three assignments are worth 15 points, and your final assignment is worth 20 points. Unit assignments constitute 65% of your overall grade in the course.

Course Curriculum Map

COMSTRAT 564: Consumer Behavior & Brand Development			
Program SLOs	**SLO1:** Demonstrate knowledge of strategic, entrepreneurial communication skills such as managing online presence, self and organizational presentation, and collaboration in an increasingly global world.	**SLO2:** Ability to gather and assess strategically relevant information using analyses and research.	**SLO3:** Evidence of professional skills to develop strategic communication campaign materials and implementation of campaign through administration and management, planning, leadership, teamwork, and customer relations.
Course Learning Goals			
Describe the function of an account planner in an advertising agency.	**Skill Level: Master** Students read course materials and engage in class discussions. *Assessed in exams and class applications.*	**Skill Level: Master** Students will analyze historical contexts why account planning had to emerge in ad agency structures. *Assessed in exams and class applications.*	**Skill Level: Master** Students will perform in class applying reading materials and discussions of account planning to set consumer research goals. *Assessed in exams, class applications and written analysis papers.*
Understand and practice the skills needed by an account planner.	**Skill Level: Master** Students read course materials and in-class activities. *Assessed in exams and class applications.*	**Skill Level: Master** Students will conduct consumer research and analyze data in order to achieve consumer research goals. *Assessed in exams and class applications.*	**Skill Level: Master** Students will perform in class applying course materials and create brand analysis paper, consumer profile paper and creative brief. *Assessed in exams, class applications and written analysis papers.*

Understand and practice principles of persuasion theories in advertising planning and creative development.	**Skill Level: Master** Students read course materials and engage in in-class activities. Assessed in exams and class applications. *Assessed in exams and class applications.*	**Skill Level: Master** Students will understand and analyze persuasion theories in how to use them in account planning. *Assessed in exams and class applications.*	**Skill Level: Master** Students will perform in class applying persuasion theories to gain consumer insights. Analysis papers will be produced through using multiple platforms. *Assessed in exams, class applications and written analysis papers.*

Instructor Interaction

The instructor will make every effort to provide feedback on submitted classwork and will be available to respond to inquiries in the instructor thread in a timely manner. Students are encouraged to post questions not related to individual grades or personal/private matters in the Questions for the Instructor thread under discussions. Students are expected to regularly view the Instructor's Comments thread of the discussion for matters of general interest to class, as well as to view any Announcements that the instructor may post during the term. You also have the option to email the instructor and he will make every effort to answer your questions within 48 hours. Office hours are by appointment.

Late Work Policy

Late work is generally not accepted in this class. Please do not ask for after the fact exceptions. Some consideration, however, might be given (at the discretion of the instructor) if there is extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness previously discussed. In cases of documented university conflict, you are responsible for making alternative arrangements at a minimum of two weeks in advance and responsibilities must be fulfilled before the normally scheduled time.

Graded Material

I have high expectations for your performance and success in this class. Spelling, grammar, and punctuation count on all assignments. Multiple errors of this type will lower your grade. I expect students to read and engage with all course materials, and participate actively in class discussions via the online discussion board.

All assignments must be submitted to Canvas to receive credit.

Grading

Item	Points Available	% of Course Grade
Assignments	65	65%
Essay Tests	15	15%
Discussion Participation	20	20%
Total points available	100	

Assignments	Points Available
Assignment #1: Brand Analysis	15
Assignment #2: Brand Concept & Customer Personas	15
Assignment #3: Media Plan	15
Assignment #4: Final IMC Plan	20
Total points:	**65**

Essay Tests	Points Available
Essay Test #1: Intro to Brands and Branding	5
Essay Test #2: Understanding Customers	5
Essay Test #3: Communicating With Customers	5
Total points:	**15**

Discussions	Points Available
Discussion 1	2
Discussion 2	2
Discussion 3	2
Discussion 4	2
Discussion 5	2
Discussion 6	2

Discussion 7	2
Discussion 8	2
Discussion 9	2
Discussion 10	2
Total points:	**20**

Grade	Percent	Grade	Percent
A	93 - 100	C	73 - 76
A-	90 - 92	C-	70 - 72
B+	87 - 89	D+	67 - 69
B	83 - 86	D	60 - 66
B-	80 - 82	F	< 60
C+	77 - 79		

Proctored Exams

For information about your proctored exam(s) please see the course "More Information" page link which can also be found on the schedule of classes website (Links to an external site.) .

More Context about Class Assistance and Feedback

Each lesson unit, requirements like the discussion board topic/s, essay tests and assignments have detailed instructions, templates and context on the Canvas. But should you need more clarification before handing in work, you can always post your questions for feedback in the Questions for the Instructor thread or email the instructor directly.

The instructor is even happy to look at occasional in-progress work on what will eventually be graded, if you find that you need extra help on developing ideas or a draft before a due date. But whether you are looking for classmate or instructor input, it would be best to post on the boards or email the instructor several days in advance of that requirement's deadline, so that there is ample time for overall response, and for you to incorporate any suggestions.

As communication professionals, checking your work and achieving an error-free status is critical to overall success and integrity. Evaluation of your work will be based not only on the quality of writing and applications of consumer behavior and branding best practices - but a very critical eye will be given toward typos, grammatical errors, AP Style inaccuracies and overall structure and appearance of each piece.

The instructor's goal is to aim at providing discussion, essay test and assignment grading and feedback within one week for most lesson units' deadlines, but circumstances such as complexity of topics for certain units, class size, scope of discussion volume, and other matters, might mean feedback could sometimes take two weeks from submission of your work.

Evaluation Criteria

Students will have a clear set of evaluation criteria for each specific assignment. Each rubric will involve content criteria (your product adhering to conventions discussed in class), organization criteria (your product organized in a way that reaches the intended audience), and grammar criteria (your product being free of grammatical errors).

Academic Integrity

Academic integrity is the cornerstone of higher education. As such, **all members of the university community share responsibility for maintaining and promoting the principles of integrity in all activities, including academic integrity and honest scholarship.** Academic integrity will be strongly enforced in this course. Violation of WSU's Academic Integrity Policy (identified in Washington Administrative Code (WAC) 504-26-010(3) and -404) may result in penalties up to and including failing the assignment, exam, quiz, course requirement, or the course itself and students will not have the option to withdraw from the course pending an appeal, and will be reported to the Office of Community Standards.

Cheating includes, but is not limited to, plagiarism and unauthorized collaboration as defined in the Standards of Conduct for Students, WAC 504-26-010(3). You need to read and understand all of the definitions of cheating: http://app.leg.wa.gov/WAC/default.aspx?cite=504-26-010 (Links to an external site.). If you have any questions about what is and is not allowed in this course, you should ask course instructors before proceeding.

Copyright

Any course-related materials, presentations, lectures, etc. are the instructor's intellectual property and may be protected by copyright. The use of University electronic resources for commercial purposes, including advertising to other students to buy notes, is a violation of WSU's computer abuses and theft policy (WAC 504-26-218). Selling class notes through commercial note taking services without written advance permission from the faculty, could be viewed as be as copyright infringement and/or academic integrity violation, WAC 504-26-010 (3)(a,b,c,i).

Online Collaboration

The essence of education is exposure to diverse viewpoints. In your discussion posts you'll meet students with vastly different opinions and backgrounds. You're encouraged to disagree with the substance of others' ideas and opinions but do so with an active sense of respect for one another, and without losing focus on the topic at hand. Personal attacks, inflammatory statements, flaming, trolling, and disruption of the discussion do not have a place in academic discourse. Postings must comply with University policy on use of computing resources, including those regarding harassment and discrimination, as well as conform to the WSU [Community Standards (Links to an external site.)](#).

Your instructors will promote high-quality academic discussions by removing any posts they view as disruptive of the educational process and alerting students whose posts have been removed that they have violated course expectations. Students who continue to misuse the discussion boards after a warning may be subject to removal of access rights, course failure, and referral to the Office of Community Standards.

For netiquette guidelines, visit [https://online.wsu.edu/currentstudent/netiquette-guidelines/ (Links to an external site.)](https://online.wsu.edu/currentstudent/netiquette-guidelines/)

Incomplete Grade Policy (Academic Rule 90h)

Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.
2. The request must be signed and dated by the student (or identified by student's e-mail address), and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, **there are two main conditions:**
    1. A student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the course work.
    2. A student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the professor/ instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue, unless a shorter time is specified by the instructor. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

Credit Hour Equivalent

Academic credit is a measure of the total minimum time commitment required of a typical student in a specific course. For the WSU semester system, one semester credit is assigned for a minimum of 45 hours of student effort. See [Academic regulation 27 (Links to an external site.)](#).

Students should expect to spend a minimum of 9 hours per week for each online 3-credit course engaged in the following types of activities; reading, listening to/viewing media, discussion conversation in the LMS or other academic technology, conducting research, completing assignments and reviewing instructor feedback, studying for and completing assessments, etc.

COVID-19 Policy

Students are expected to abide by all current COVID-19 related university policies and public health directives, which could include wearing a cloth face covering, physically distancing, self-attestations, and sanitizing common use spaces. All current COVID-19 related university policies and public health directives are located at https://wsu.edu/covid-19/ (Links to an external site.). Students who do not comply with these directives may be required to leave the classroom; in egregious or repetitive cases, students may be referred to the Center for Community Standards for university disciplinary action.

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Cheating includes, but is not limited to, plagiarism and unauthorized collaboration as defined in the Standards of Conduct for Students, WAC 504-26-010(3). You need to read and understand all of the definitions of cheating (https://app.leg.wa.gov/WAC/default.aspx?cite=504-26-010 (Links to an external site.)). If you have any questions about what is and is not allowed in this course, you should ask course instructors before proceeding.

Undergraduate only: If you wish to appeal a faculty member's decision relating to academic integrity, please use the form available at communitystandards.wsu.edu/ (Links to an external site.).

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Any course-related materials, presentations, lectures, etc. are the instructor's intellectual property and may be protected by copyright. The use of University electronic resources for commercial purposes, including advertising to other students to buy notes, is a violation of WSU's computer abuses and theft policy (WAC 504-26-218). Selling class notes through commercial note taking services without written advance permission from the faculty, could be viewed as be as copyright infringement and/or academic integrity violation, WAC 504-26-010 (3)(a,b,c,i).

Academic Regulations

Students enrolled in online courses are subject to the same University academic regulations as on-campus students. For the most accurate and up to date information go to http://registrar.wsu.edu/academic-regulations/ (Links to an external site.).

Discrimination and Harassment Policy

Discrimination, including discriminatory harassment, sexual harassment, and sexual misconduct (including stalking, intimate partner violence, and sexual violence) is prohibited at WSU (See Policy Prohibiting Discrimination, Discriminatory Harassment, Sexual Harassment, And Sex And Gender Based Violence (Links to an external site.) (Executive Policy 15) and WSU Standards of Conduct for Students (Chapter 504-26 WAC (Links to an external site.)).

If you feel you have experienced or have witnessed discriminatory conduct, you can contact the WSU Office of Civil Rights Compliance & Investigation (CRCI) and/or the WSU Title IX Coordinator (Links to an external site.) at 509-335-8288 to discuss resources, including confidential resources, and reporting options. (Visit crci.wsu.edu (Links to an external site.) for more information).

Most WSU employees, including faculty, who have information regarding sexual harassment or sexual misconduct are required to report the information to CRCI or a designated Title IX Coordinator or Liaison. (Visit crci.wsu.edu/reporting-requirements (Links to an external site.) for more info).

Reasonable Accommodations

Students with Disabilities: Reasonable accommodations are available for students with documented disabilities or chronic medical or psychological conditions. If you have a disability and need accommodations to fully participate in this class, please visit your campus' Access Center/Services website to follow published procedures to request accommodations. Students may also contact their campus offices to schedule an appointment with a Disability Specialist. All disability related accommodations are to be approved through the Access Center/Services on your campus. It is a university expectation that students visit with instructors (via email, Zoom, or in person) to discuss logistics within two weeks after they have officially requested their accommodations.

For more information contact a Disability Specialist on your home campus:

- WSU Global Campus, Pullman, Everett, Bremerton, Puyallup: 509-335-3417, Access Center (Links to an external site.), or email access.center@wsu.edu
- Spokane: 509-358-7816, Spokane Access Services (Links to an external site.), or email j.schneider@wsu.edu
- Tri-Cities: Tri-Cities Access Services (Links to an external site.) or email g.hormel@wsu.edu

- Vancouver: 360-546-9238, Vancouver Access Center (Links to an external site.), or email van.access.center@wsu.edu

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Accommodations for Religious Observances or Activities

Washington State University reasonably accommodates absences allowing for students to take holidays for reasons of faith or conscience or organized activities conducted under the auspices of a religious denomination, church, or religious organization. Reasonable accommodation requires the student to coordinate with the instructor on scheduling examinations or other activities necessary for course completion. Students requesting accommodation must provide written notification within the first two weeks of the beginning of the course and include specific dates for absences. Approved accommodations for absences will not adversely impact student grades. Absence from classes or examinations for religious reasons does not relieve students from responsibility for any part of the course work required during the period of absence. Students who feel they have been treated unfairly in terms of this accommodation may refer to Academic Regulation 104 – Academic Complaint Procedures.

Safety and Emergency Notification

Classroom and campus safety are of paramount importance at Washington State University and are the shared responsibility of the entire campus population. WSU urges s tudents to follow the "Alert, Assess, Act," protocol for all types of emergencies and the "Run, Hide, Fight" (Links to an external site.) response for an active shooter incident. Remain ALERT (through direct observation or emergency notification), ASSESS your specific situation, and ACT in the most appropriate way to assure your own safety (and the safety of others if you are able).

Please sign up for emergency alerts on your account at MyWSU. For more information on this subject, campus safety, and related topics, please view the FBI's Run, Hide, Fight video and visit the WSU safety portal.

Full details including campus-specific safety information can be found at https://provost.wsu.edu/classroom-safety/ (Links to an external site.)

Lauren's Promise

I will listen and believe you if someone is threatening you.

Lauren McCluskey, a 21-year-old honors student athlete, was murdered on Oct. 22, 2018, by a man she briefly dated on the University of Utah campus. We must all take actions to ensure that this never happens again.

If you are in immediate danger, call 911.

If you are experiencing sexual assault, domestic violence, and stalking, please report it to me and I will connect you to resources or call the National Alternatives to Violence at 877-334-2887 (24-hour crisis hotline).

Any form of sexual harassment or violence will not be excused or tolerated at Washington State University. WSU has instituted procedures to respond to violations of these laws and standards, programs aimed at the prevention of such conduct, and intervention on behalf of the victims.

- **National Resources for Domestic Violence, Sexual Assault, and Stalking:**
- **National Domestic Violence Hotline:** 1-800-799-SAFE and https://www.thehotline.org/help/ (Links to an external site.)
- **RAINN (Rape, Abuse & Incest National Network):** 1-800-656-HOPE (4673) and https://www.rainn.org/ (Links to an external site.)
- **Victim Connect Resource Center:** 1-855-484-2846 and https://victimconnect.org/ (Links to an external site.)
- **Love is Respect – National Dating Abuse Hotline:** 1 (866) 331- 9474
  - Text: 22522 and https://www.loveisrespect.org/ (Links to an external site.)
- **Anti-Violence Project Hotline:** 212-714-1141 and https://avp.org/get-help/ (Links to an external site.)

Online Collaboration

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For netiquette guidelines, visit https://online.wsu.edu/currentstudent/netiquette-guidelines/ (Links to an external site.)

WSU Global Campus Student Support

The WSU Global Campus Current Student (Links to an external site.) site has all the non-content and administrative and contact related information you need to be a successful online learner as well as study tips and skills for success (Links to an external site.).

If you need technical assistance, please use the question mark "Help" icon in the left hand menu.

Library Support

All students enrolled in Washington State University online courses can use the WSU Libraries online databases and receive reference and research assistance from their home campus. Students can also borrow books and other circulating material as well as access full-text journal articles.

General Library Links by Campus

- Pullman Library Support (Links to an external site.)
- Global Campus Library Support (Links to an external site.)
- Vancouver Library Support (Links to an external site.)
- Tri-Cities Library Support (Links to an external site.)
- Library Support at Spokane – Riverpoint and Nursing at Yakima (Links to an external site.)
- College of Nursing Library Support (Links to an external site.)

Online Tutoring

As a WSU student enrolled in an undergraduate course, you have FREE unlimited access to Online Tutoring. This is not a course requirement, but a resource for you to utilize as needed.

With three ways to access a tutor you can choose the one that best fits your needs:

- **Submit a paper:** Writing Lab tutors will respond to papers in ANY academic subject. Just submit your paper, ask specific questions on the submission form, and a tutor will respond within 24-48 hours.
- **Live tutoring:** eChat rooms allow students to meet with tutors in one-on-one tutoring sessions via a fully interactive, virtual online environment.
- **Leave a question:** Students can leave specific questions for a tutor in any of our subjects by taking advantage of our eQuestions option. Our tutors will respond to your question within 24-48 hours.

More details and the list of available tutoring subjects can be found at www.eTutoringOnline.org (Links to an external site.).

As a WSU student enrolled in a graduate level course, you have FREE unlimited access to writing support through eTutoringOnline. This is not a course requirement, but a resource you may utilize as needed.

Writing Lab tutors will respond to papers in ANY academic subject. If you're working on a paper for ANY of your courses our tutors can help you. Just submit your paper, ask specific questions on the submission form, and a tutor will respond within 24-48 hours. For more information visit www.eTutoringOnline.org (Links to an external site.).

Important Dates and Deadlines

Students are encouraged to refer to the [academic calendar (Links to an external site.)](#) often to be aware of critical deadlines throughout the semester.

Please see the Course Schedule for the most comprehensive list of due dates.