#### New ImageCourse Syllabus

**Course Number:** GD4402

**Course Title:** Design Research - Marketing Design

**Class Meetings:** Wednesdays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Daniel Von Nydeggen

**Email Address:** dvonnydeggen@edmc.edu

**Phone:** 917-715-5584

**Instructor Availability Outside of Class:** Wednesdays from 12:00 PM - 1:00 PM and by appointment

## **Design Research - Marketing Design**

**Course Description:**  
This course is a review of popular culture as it relates to social,
informational, economic, political, and educational current events.
A special emphasis is placed on trends and pop topics as they
relate to the design world. Current media, including literature,
books, television, movies, telecommunications media, online
communications, marketing trends and strategies are reviewed.

**Course Focus:**  
The student will create a relationship with a local,
Sacramento-based business to gain first-hand knowledge of the
market and create a substantial, realistic design project.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Identify, select, and produce a marketing mix.
* Characterize the strengths and functional value of various
  communications and advertising media: including print, packaging,
  P.O.P., billboards, television, broadcast, and the web.
* Determine and suggest an appropriate marketing mix.
* Explore various techniques as they apply to an individual
  marketing mix.
* Utilize appropriate techniques for a marketing mix.
* Identify, select, and use various media and styles to achieve
  desired results.
* Define and describe potential medium, such as photography,
  video, audio, or print.
* Apply the selected media and style to a project solution.
* Explore the relationship between language and image.
* Explore signs as being anything and everything that conveys
  meaning; words, numbers, symbols, myths, color, sound, movement,
  body language, expressions, aroma, texture, dance movies. Anything
  that conveys both information and emotion.
* Develop methods to monitor and recognize local, regional,
  national and global design styles and trends.
* Develop methods of research, semiotic analysis, methods of
  application.
* Learn how to develop a marketing plan

**Course Prerequisite:** GD3391 Graphic Design History

**Required Text:** The Marketing Plan Handbook 4/e
by M.B. Wood, Prentice Hall, ©2011, ISBN: 978-0-13-608936-0

**Method of Instruction:** Lectures, labs,
individual and group critiques

**Materials and Supplies:** Course Textbook  
3-Ring binder for your research materials  
Notebook for lecture materials (or sketchbook)  
Pen(s)/Pencil(s)  
1/2 ream of white paper (or sketchbook)  
Plastic sleeves and/or folder inserts for your notebook  
Notebook divider tabs  
Flash drive or portable hard drive  
Business presentation-style folder for final project

**Estimated Homework Hours:** 4-6 hours per
week

**Technology Required:** Computer with internet
access, office software (word processing, presentation, design),
digital camera, scanner, transportation access to/from local
business site

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Attendance & Participation | 10% |
| In-class Assignments & Exercises | 10% |
| Team Evaluations | 10% |
| Quizzes | 10% |
| Weekly Projects | 30% |
| Final Project / Examination | 30% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 11th, 2012 | Course Introduction: Self-Introductions, review syllabus, class rules, lesson plans, etc.  **Lecture**:  Marketing Planning Today. Developing the Marketing Plan. Preparing for Marketing Planning. Case Studies: Tropicana, Zappos, Best Buy, Netflix, McDonalds, Unicef  **Lab**:  What do you think a Marketing Plan is? Elevator Pitches. Discussion. Workshop: Introduce course project; review project development schedule; create research teams; Choose your product; Write/Present preliminary statement of marketing problem.  **Homework**: Finish lab work, Read Chapters 1, 2, Appendix for next week. Prepare Chapter questions. Bring in a sample from a marketing campaign. |
| **Meeting #**2  Jul 18th, 2012 | Quiz?Week 2  **Lecture**:  Analyzing the current situation, environmental scanning and analysis today, SWOT analysis, analyzing internal and external environments. Discuss campaigns brought in.  **Lab**:  Refine Statement of Marketing Problem; Begin Collection of Secondary Research Data.  Case Studies: Nintendo, Google, Palm, JC Penney, Tata Motors, Bank of America, Burger King  **Homework**: Read Chapter 3, prepare chapter questions. Create a SWOT on your business. |
| **Meeting #**3  Jul 25th, 2012 | Quiz ? Week 3  **Lecture**: Understanding Markets and Customers, Analyzing Markets, Customer Needs and Behaviors, Planning Marketing Research.  Case Studies: Nike, Kiva, PC Industry, Kroger, Coca-Cola, Staples  **Lab**:  Research and define Situation Analysis, Market Needs and Trends. Guest Speaker  **Homework**: Read chapters 4-5; prepare to present and turn in: statement of marketing problem, secondary research. |
| **Meeting #**4  Aug 1st, 2012 | Quiz ? Week 4.  **Lab**:  Research and define market growth. Complete SWOT analysis, review for midterm.  **Homework**: Prepare to present and turn in: Marketing Plan to date, read chapters 4-5 again, prepare for the midterm exam. |
| **Meeting #**5  Aug 8th, 2012 | Midterm Exam (1 hour)  **Lab**:  Video: Modern Marvels, Failed Inventions (Marketing Research Might Have Helped?) ? Part 1. Discuss  Turn in and Present Marketing Plan Outlines |
| **Meeting #**6  Aug 15th, 2012 | **Lecture:** Planning segmentation, targeting and positioning. Segmenting markets, positioning for competitive advantage, planning direction objective and marketing support, shaping the marketing mix. Case Studies: Sweetpea, Harley Davidson, Foster Bank, Dell, John Deere, Airgas, Hyundai, and others.  **Lab**:  Group discussion of marketing plans to date. Include: Statement of marketing problem, secondary research findings / sources, assumptions that have changed, successes and problems. Workshop: analyze competition  **Homework**: Read chapter 6. Prepare chapter questions. Continue work on marketing plan. |
| **Meeting #**7  Aug 22nd, 2012 | Quiz ? Week 7  **Lecture**:  Developing product and brand strategy, product development and management, planning branding. Case Studies: M&M's, Wal-Mart, Wikipedia, Sony, Kia. Guest speaker  **Lab**:  Develop Brand and Pricing Strategy. Video: Modern Marvels, Failed Inventions ? Part 2, Discuss.  **Homework**: Read chapters 7,8,9. (Focus on 9). Prepare chapter questions. Continue work on marketing plan |
| **Meeting #**8  Aug 29th, 2012 | **Lecture**: Developing marketing communications, pricing, channel and logistics strategy. Case Studies: Dollar Menu, Zipcar, Traffic, IKEA, Verizon Wireless, Luxury Pricing, Li&Fung, Medical Clinics, Recellular and others.  **Lab**:  Develop marketing mix  **Homework**: Continue work on marketing plan |
| **Meeting #**9  Sep 5th, 2012 | Quiz- Week 9  **Lecture**: Pulling it all together (review of key concepts to date, apply to course project); presenting/summarizing marketing plans, review schedule/expectations for weeks 10, 11  **Lab**: Q&A session, continue work on marketing plan  **Homework**: Continue work on marketing plan |
| **Meeting #**10  Sep 12th, 2012 | **Lecture**: "Open Mic" ? Questions and issues. Videos: TBD. Possible guest lecturer.  **Lab**: Pull together data, findings and recommendations; create charts, graphs; develop ads; develop and practice presentations.  **Homework**: Complete final marketing plan presentation to turn in and present to class. |
| **Meeting #**11  Sep 19th, 2012 | Prep Time: for final research study presentations  Team Presentations: Final marketing plan and evaluations (peer and instructor).  Turn In: Final Marketing Plan |