BRANDING Ror SOCIAL ENTERPRISES

balancing purpose and profit.

*with*TIM SCOTT

SOCIAL ENTERPRISE BRANDING ADV 378

Tues. and Thurs. / 3:30-5PM / CMA 3.120 Instructor: Tim Scott, M.A. Office: BMC 4.358 Phone: 512-471-1101

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COURSE DESCRIPTION

This course is designed for intermediate and experienced communications, PR, and advertising students who are seeking a greater understanding of social enterprises and how to effectively brand those social enterprises. This course will focus specifically on the for-profit sector of social enterprises seeking to balance purpose and profit. The balance of those foundational elements is delicate and critical. Learning how to effectively communicate them reinforces the trust and ultimate success of a brand.

A growing number of consumers want to incorporate some aspect of, "giving back" through their every purchase. Companies want to meet that demand and are looking for the skilled individuals to communicate those cause-based impacts. In-class instruction, industry leader guest interviews, and a semester project will serve to provide an overview of social entrepreneurship, industry trends, and best practices in branding related to cause marketing and corporate social responsibility.

"Humanity's greatest advances are not in its discoveries but in how those discoveries are applied to reduce inequity."

— Rill Gates

COURSE DETAILS

FORMAT

PURPOSE

TAKEAWAYS

The course meets every Tuesday and Thursday. Tuesday's class will consist of in-class instruction and group discussion. Thursday's class will typically feature a presentation by an expert or two in social entrepreneurship and/or branding, followed by group discussion and a brief question/answer session.

The purpose of this course is to provide an expanded understanding of social enterprises, identify key elements of the associated branding strategies and to provoke thoughtful discussion regarding corporate social responsibility.

A brand book including an organizational vision statement, mission statement, brand positioning statement and implementation strategy. An understanding of the process involved in developing a cause-marketing campaign. An overview of social enterprises and corporate social responsibility programs.

COURSE GRADING BREAKDOWN







Taken at random 4 times during the semester.

Active participation is critical. For this reason attendance will be taken at random 4 times during the semester and count as 20% of your overall grade (5% per occurrence). Students are expected to arrive on time and stay for the entire class period unless specific arrangements have been made in advance. To receive credit, you must be present for the entire session when attendance is taken

5 papers assigned in response to related speakers.

Students are required to submit reaction papers as assigned in response to 5 of the guest speakers on Canvas prior to the beginning of the next class period. Reaction papers must be between 1-2 pages double spaced. Papers should include an introduction, body and conclusion. Each reaction paper will be graded on a credit/no credit basis and should discuss speaker insights and how they relate to the weeks associated class discussion.

A single group project including a brief presentation.

Students will be assigned into groups and be responsible for using the culminated knowledge of the course to create a brand book (20%). Each class discussion and associated speaker will cover an important element of branding that correlates directly with a required section of the final brand book. Students will then be responsible for presenting the brand book to the class for discussion and a brief question/answer session (10%).

COURSE SCHEDULE

A - 00	0
Aug 30 -	Course Overview
Sept 4 -	Intro to SOCENT
Sept 6 -	SOCENT Cont.
Sept 11 -	Mission and Vision
Sept 13 -	Guest Speaker
Sept 18 -	Target Audience
Sept 20 -	Guest Speaker
Sept 25 -	Personality
Sept 27 -	Guest Speaker
Oct 2 -	Values

Oct 4 -**Guest Speaker** Oct 9 -**Brand Story** Oct 11 -**Guest Speaker** Logo/Color/Type n Oct 16 -**Guest Speaker** Oct 18 -Oct 23 -Imagery Oct 25 -**Guest Speaker** Oct 30 -Voice Nov 1 -**Guest Speaker**

Course Lecture - Blue
Guest Lecture - Yellow

Implementation

Nov 6 -

Nov 8 -**Guest Speaker** Nov 13 -**Presentations** Nov 15 -**Presentations** Nov 20 -**Book Review** Nov 22 -Thanksgiving Nov 27 -Entrepreneurship **Guest Speaker** Nov 29 -Course Review Dec 4 -Dec 6 -**Next Steps Dec 13/19 - Finals**

^{*}Supplemental course materials and assignments will be uploaded to Canvas throughout the semester.