

ADV/PR 339L | Brand Storytelling | F18

[Jump to Today](#)

 [Edit](#)



ADV/PR 339L Brand Storytelling

Teacher: Matt McCutchin

E-Mail: mattmccutchin@utexas.edu (<mailto:mattmccutchin@utexas.edu>) | Office: BMC 4.314 | Hours: TBD + by appt.

Assistant: TBD

E-Mail: **TBD** | Office: BMC Cubicle X | Hours: TBD.

Books & Materials:

All course materials and instructions will be available online via Canvas--no additional purchases necessary.

Course Description.

The importance of brand storytelling continues to grow with new modes of message sharing. As more brands move to a story/content marketing approach, this class shows students how to create tomorrow's engaging, sharable content. The course examines how classic elements of storytelling, semiotics, and symbolism can be used to create and manage a modern brand's story and "meaning." Students will create visual, verbal, and video examples of brand storytelling that go beyond traditional advertising and PR.

Course Outcomes.

By the end of this course, you should demonstrate an understanding of how to:

- Think of brands in terms of story
- Analyze, construct, and manage meaning for brands
- Create a strategic brand story platform that works in a variety of media
- Execute an ongoing content marketing plan

Coursework.

Module Projects: In each learning module, you'll be assigned various projects to learn the theoretical fundamentals as well as practical skills of modern brand communication. Each module includes projects, quizzes, and a capstone piece to demonstrate both your theoretical and hands-on skills.

Grades.

Here's how your final course grade will be calculated:

100% = 4 Module Projects (25% each; graded)

Final letter grades are calculated according to these cutoffs—no exceptions:

A = 94 to 100 **A-** = 90 to <94 **B+** = 87 to <90 **B** = 84 to <87 **B-** = 80 to <84 **C+** = 77 to <80 **C** = 74 to <77 **C-** = 70 to <74 **D+** = 67 to <70 **D** = 64 to <67 **D-** = 60 to <64 **F** = 50 to 59

Policies:

Late Work

As a budding professional in a deadline-driven industry, you are expected to complete every module and project on time – no exceptions. All projects are due on Canvas at the date and time indicated on the Class Calendar.

Emergencies happen, so you are allowed one “Late Pass” without penalty, which gives you an additional 2 days (48 hours) to complete a single project. Thereafter, you will not be able to turn in any late projects under any circumstances, unless you already have a prior exemption for a Religious Holy Day, a school-sponsored trip, or a doctor's note, obituary, or other serious issue that you can document with a written excuse.

To use your Late Pass, please contact both the teacher and teaching assistant via e-mail BEFORE the project is due.

Scholastic Dishonesty

The Stan Richards School of Advertising and Public Relations has no tolerance for acts of scholastic dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please familiarize yourself with the University's policy on Academic Dishonesty [here](http://deanofstudents.utexas.edu/sjs/acadint_what_is.php) (http://deanofstudents.utexas.edu/sjs/acadint_what_is.php).

E-Mail

In this course, e-mail will be used as a means of communication. You will be responsible for checking your e-mail regularly for class work and announcements, as well as Canvas. You can find UT Austin’s policies and instructions for University e-mail [here](http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy) [_ \(http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy\)](http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy) .

Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.





For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515 | cmhc.utexas.edu [_ \(http://cmhc.utexas.edu/\)](http://cmhc.utexas.edu/)
- CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html [_ \(http://cmhc.utexas.edu/24hourcounseling.html\)](http://cmhc.utexas.edu/24hourcounseling.html)
- CARE Counselor in the Moody College of Communication is: **Abby Simpson, LCSW**. | M-F 8-5p | CMA 4.134 | 512-471-7642 (Please leave a message if she is unavailable).

FREE Services at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html [_ \(http://cmhc.utexas.edu/commonconcerns.html\)](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html [_ \(http://cmhc.utexas.edu/mindbodylab.html\)](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - cmhc.utexas.edu/groups.html [_ \(http://cmhc.utexas.edu/groups.html\)](http://cmhc.utexas.edu/groups.html)

Course Summary:

Date	Details	
Fri Sep 21, 2018	 Module 1: Managing Meaning _ (https://utexas.instructure.com/courses/1226680/assignments/4424977)	due by 11:59pm
Fri Oct 12, 2018	 Module 2: Elements Of Story _ (https://utexas.instructure.com/courses/1226680/assignments/4424978)	due by 11:59pm
Fri Nov 9, 2018	 Module 3: Story Platforms _ (https://utexas.instructure.com/courses/1226680/assignments/4424979)	due by 11:59pm
Mon Dec 10, 2018	 Module 4: Content Marketing _ (https://utexas.instructure.com/courses/1226680/assignments/4424980)	due by 11:59pm

