

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 329		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Brand Image Management <b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> Brand image management for single- and multi-product firms is explored using industry-standard graphic art technology tools. Students examine company brand identity and communication development using industry-standard software, such as Adobe Photoshop, Illustrator, and InDesign. Students also explore the visual creation of company websites, banner ads, and social media sites including Facebook Fan Pages.																			
<b>Prerequisites (or NONE):</b>		BUS 323 or BUS 223.																	
<b>Corequisites (if applicable, or NONE):</b>		None																	
<b>Pre/corequisites (if applicable, or NONE):</b>		BUS 327.																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1" data-bbox="105 1285 812 1564"> <tr><td>Lecture hours</td><td></td></tr> <tr><td>Seminars/tutorials/workshops</td><td>25</td></tr> <tr><td>Laboratory hours</td><td>10</td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours: Case studies</td><td>10</td></tr> <tr><td><b>Total</b></td><td><b>45</b></td></tr> </table>		Lecture hours		Seminars/tutorials/workshops	25	Laboratory hours	10	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours: Case studies	10	<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i> <b>Maximum enrolment (for information only): 25</b> <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually	
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<b>Total</b>	<b>45</b>																		
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> November 2016																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 9, 2016																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> n/a																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> December 9, 2016																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 24, 2017																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- LO 1. Formulate the design requirements of creating a corporate brand identity;
- LO 2. Use at a basic level the industry standard technology tools Adobe Illustrator, Photoshop, and In-Design;
- LO 3. Produce a variety of branded traditional promotion mix collaterals including print ads, direct mail pieces, newsletters, brochures, product tags, and retail bags;
- LO 4. Develop all design elements required for creating online visual corporate branded assets including corporate website, banner ads, and social media presence including Facebook Fan Pages.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, in-class labs, team projects, and presentations.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Keller, K.	Strategic Brand Management	<input checked="" type="checkbox"/>	Pearson	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

On-track Adobe Creative Suite online tutorials and Adobe Creative Suite software including Photoshop, Illustrator, and In-Design.

**Typical Evaluation Methods and Weighting**

Final exam:	-	Assignments:	35%	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Design projects:	30%	Group written assignment & presentation:	35%	Other:	-	Total:	100%

**Details (if necessary):**

**Typical Course Content and Topics**

Module One: Brand identity development

- Brand identity design, brand positioning, and brand communication (LO 1)
- Case assignment: Brand identity (LO 1)

Module Two: Introduction to Illustrator and Photoshop

- Using technology to create brand visual assets and print based branded communication pieces (LO 2)
- Design assignment: Brand visuals (LO 2)

Module Three: Introduction to In-design

- Using technology to create a pamphlet/brochures, newsletters, and other multi-page communication pieces (LO 2)
- Design Assignment: Collateral (LO 2)

Module Four: Introduction to Dreamweaver and Flash

- Using technology to create company website and html communications (LO 3, 4)
- Case Assignment: SNS strategy (LO 3)

Module Five: Designing on-line promotion

- Using technology to create banner ads and corporate social media sites (LO 3, 4)
- Team assignment (LO 1–4)