



Master of Entertainment Industry Management

Course Information	BRANDED ENTERTAINMENT – CLASS 93.878 (SPRING 2024) Class 1: Friday, February 23rd -- 2:30 - 5:30pm Class 2: Saturday, February 24th -- 2:30 - 5:30pm Class 3: Saturday, March 23rd -- 2:30 - 5:30pm Instructor: Shelley Ong Teshima ong.shelley@gmail.com									
Description	What is a brand and what is its value? In this course, students will build a foundational understanding of branding through class discussions, articles, and case studies. Students will examine the key principles of building a great and lasting brand. They will also examine how brands partner and develop their own content to build relationships and participation with their consumers. Class participants will explore the spectrum of branded content approaches and look at how branded content is evolving within the advertising landscape with new technology and communications methods. Students will then be able to apply this groundwork in building their own branded content plans.									
Learning/ Course Objectives*	The objectives of this class are to convey a broad understanding of brand building and branded content. By the end of the course, students should be able to: <table><tr><th>Learning Objective</th><th>How Assessed</th></tr><tr><td>Articulate what brand is, why it is important, and how it can be applied to the business as a whole</td><td>Class discussion and in-class assignment</td></tr><tr><td>Understand value propositions and brand positioning</td><td>Class discussion and in-class assignment</td></tr><tr><td>Understand brand applications to content and the spectrum of branded entertainment</td><td>Class discussion and final brand assessment</td></tr></table>		Learning Objective	How Assessed	Articulate what brand is, why it is important, and how it can be applied to the business as a whole	Class discussion and in-class assignment	Understand value propositions and brand positioning	Class discussion and in-class assignment	Understand brand applications to content and the spectrum of branded entertainment	Class discussion and final brand assessment
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Guest Speakers	Be prepared for up to 2 guests throughout the course. Students will be notified of confirmed guests prior to class.									
Absences/ Tardy:	Attendance is mandatory and will be reflected in the class participation portion of your grade. If you know you are going to be late or absent, please contact me prior to class via email (above). Each unexcused absence, unexcused lateness or unexcused early exit from class will result in a one-third step down in grade (e.g., A- to B+).									
Suggested Reading:	<i>Obsessed: Building a Brand People Love from Day One</i> by Emily Heyward, Portfolio / Penguin, 2020 <i>The Story of Content: Rise of the New Marketing</i> by Content Marketing Institute, 2015. https://www.youtube.com/watch?v=dBnpr3pkFlk&t=409s <i>The Content Marketing Revolution</i> by Alexander Jutkowitz. HBR, 2014. https://hbr.org/2014/07/the-content-marketing-revolution									

Evaluation* Method	<table><tr><td>Class Participation</td><td>30%</td></tr><tr><td>In-class Projects</td><td>30%</td></tr><tr><td>Final Assignment</td><td>40%</td></tr></table>					Class Participation	30%	In-class Projects	30%	Final Assignment	40%																								
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Class Participation Rubric	Grading for Class Participation As participation is a major factor in the grading of this class, I'm including a rubric for how I will be grading. Again, if you read the assigned articles and contribute in class you should be fine. <table><tr><td></td><td>A Grade</td><td>B Grade</td><td>C Grade</td><td>D/R Grade</td></tr><tr><td>Frequency and Quality</td><td>Attends class regularly and <u>always contributes</u> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives</td><td>Attends class regularly and <u>sometimes contributes</u> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <u>rarely contributes</u> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <u>never contributes</u> to the discussion in the aforementioned ways.</td></tr></table>						A Grade	B Grade	C Grade	D/R Grade	Frequency and Quality	Attends class regularly and <u>always contributes</u> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <u>sometimes contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>rarely contributes</u> to the discussion in the aforementioned ways.	Attends class regularly but <u>never contributes</u> to the discussion in the aforementioned ways.																				
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Grading Scale*	<table><tr><td>A+</td><td>99.0-100%</td><td>Exceptional</td></tr><tr><td>A</td><td>94.0-98.9%</td><td>Excellent</td></tr><tr><td>A-</td><td>91.0-93.9%</td><td>Very Good</td></tr><tr><td>B+</td><td>88.0-90.9%</td><td>Good</td></tr><tr><td>B</td><td>84.0-87.9%</td><td>Acceptable</td></tr><tr><td>B-</td><td>81.0-83.9%</td><td>Fair</td></tr><tr><td>C+</td><td>78.0-80.9%</td><td>Poor</td></tr><tr><td>C</td><td>74.0-77.9%</td><td>Very Poor</td></tr><tr><td>C-</td><td>71.0-73.9%</td><td>Minimum Passing</td></tr><tr><td>R</td><td>below 71 pts (< 71%)</td><td>Failing</td></tr></table>					A+	99.0-100%	Exceptional	A	94.0-98.9%	Excellent	A-	91.0-93.9%	Very Good	B+	88.0-90.9%	Good	B	84.0-87.9%	Acceptable	B-	81.0-83.9%	Fair	C+	78.0-80.9%	Poor	C	74.0-77.9%	Very Poor	C-	71.0-73.9%	Minimum Passing	R	below 71 pts (< 71%)	Failing
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Course/ Topical Outline	Class 1: Friday, February 23rd -- 2:30 - 5:30pm Brand Building	
	Topic	Building a brand - the definition of a brand and its value - evolution of brand value - key principles in building a great and lasting brand
	Required Readings	<i>Dove and Real Beauty: Building a Brand with Purpose</i> by Mark R. Kramer, Myriam Sidibe, Gunjan Veda, Harvard Business Review, 2019 (Updated 2021) 21 Portfolio / Penguin, 2020. PDF available in Box drive. Airbnb Rebrand “Belong Anywhere” Case Study: https://www.thebrandingjournal.com/2014/07/airbnbs-consistent-rebrand-focuses-sense-belonging-community/
	Deliverable	In-class participation
	Class 2: Saturday, February 24th -- 2:30 - 5:30pm Branded Content Approaches	
	Topic	Branded content - creating brand value through entertainment and utility - spectrum of branded content approaches - going beyond content: from storytelling to action
	Required Readings	Google x T Brand Studio: ‘Building a More Visually Equitable Future Through Representation’: https://advertising.nytimes.com/casestudies/google RedBull ‘Stratos’: https://www.redbull.com/us-en/projects/red-bull-stratos
	Deliverable	In-class participation Group assignment and class presentation (brand assessment)
	Class 3: Saturday, March 23rd -- 2:30 - 5:30pm Advertising and Content Creation	
	Topic	Content creation - evolution of how content is changing, and who’s changing it - content platforms and partnerships - the role of technology in branded content
	Required Readings	<i>Why Your Brand Needs to Hire a Content Creator Now</i> by Geri Mileva, Influencer Marketing Hub, 2023. https://influencermarketinghub.com/hire-content-creator/ LaCroix micro-influencers: https://www.inc.com/betsy-mikel/lacroix-uses-this-brilliant-tactic-to-win-over-millennials-by-the-droves.html
	Deliverable	In-class participation Final assignment (branded content plan)

Plagiarism and cheating notice*	Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School. Cheating includes, but is not limited to: 1. Plagiarism (explained below); 2. Submission of work that is not the student's own; 3. Submission or use of falsified data; 4. Unauthorized access to an exam or assignment; 5. Use of a stand-in for an exam; 6. Use of unauthorized material in the preparation of an assignment or during an examination; 7. Supplying or communicating unauthorized information to another student for use in an assignment or exam; 8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized. 9. Submission of the same work for credit in more than one course. Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material. Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment. The essay in which the cheating occurs will <i>not</i> be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade. Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, <i>up to and including expulsion from the Heinz School</i>. <i>Academic Dishonesty:</i> Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.
Artificial Intelligence Policy:	Any use of generative AI for any graded component of this course is explicitly prohibited. Using ChatGPT or other generative AI to generate any course content will be considered an academic integrity violation.