

T/TH 11:00 a.m. to 12:15 p.m. / RAMY NIB75

Dr. Erin Schauster

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Office Hours (Armory 1B29) : T/TH 12:30 to 2:00 p.m. and by appointment

About the Course

Course overview

A brand's success is dependent upon several factors including environmental, economic, societal, political, cultural and ethical factors. The purpose of this course is to focus on the latter and explore some contemporary issues and cases in advertising and public relations and how these practices impact the long-term success of a brand. During the semester, we will explore sustainable brand practices, and theories of ethics and social responsibility so that we can examine some of the current controversies in which advertising and public relations campaigns are involved and better determine how to deal with these issues in an ethical and socially responsible manner contributing to clients' long-term success.

Course objectives

1. Learn how to analyze and criticize marketing practices so that you can engage in an ethical and socially responsible dialogue regarding problems and problem-solving
2. Learn how to analyze and criticize marketing practices so that you can support future best practices for developing and managing a successful and sustainable brand
3. Put into practice knowledge from this and previous coursework to plan for and execute a sustainable brand campaign

Required Reading

- *Persuasion Ethics Today*, M. Duffy & E. Thorson, 2016, Routledge
- *Ethical Chic: The Inside Story of the Companies We Think We Love*, F. Hawthorne, 2012, Beacon Press

Course Structure

The course will be segmented into three modules: cases studies, theories and concepts, and campaign proposal. The modules are intended to guide our exploration, learning, and application. The first module (exploration) will be led by student groups and those in the audience will be expected to contribute to discussion. The second module (learning) will be primarily lecture-based but also will incorporate discussions and in-class activities. The third module (application) will consist of group work, discussions and campaign presentations.

There are both individual grades and responsibilities and group work in this course. Expect to utilize class time as well as schedule time outside of class to work on group projects.

Course Expectations & Work

Course Evaluation

Case Study / Group Project	10%
Case Studies / Discussant & Report (x4)	15%
Pop Quizzes	15%
Exam	30%
<u>Campaign / Group Project</u>	<u>30%</u>
Total	100%

Grading Scale

A	100 to 94.0	B-	82.99 to 80.0	D+	69.99 to 67.0
A-	93.99 to 90.0	C+	79.99 to 77.0	D	66.99 to 63.0
B+	89.99 to 87.0	C	76.99 to 73.0	D-	62.99 to 60.0
B	86.99 to 83.0	C-	72.99 to 70.0	F	59.99 to 0

Case Study / Group Project

Groups of four will plan for and present a 45-minute case study of one of the companies below based upon the reading in *Ethical Chic* and additional materials. Your presentation should cover the following:

- Summary and main points of the case from the assigned reading
- Insights from additional research conducted online, in mainstream press (e.g., *New York Times*) and within trade press (e.g., *Ad Age*)
- Insights from current and historic marketing, branding, advertising and public relations practices
- An original definition of the term “sustainable brand” developed by your group
- A proposal as to why this company is or is not a “sustainable brand”
- A similar company that you believe represents sustainable brand practices; present key facts about this company and why you believe it’s sustainable

Also plan a 15 to 30-minute discussion by preparing the following:

- Discussion questions (and optional exercise) for the audience

And complete a peer evaluation after the presentation.

Case Study:

Presentation Date:

Tom’s of Maine	Tues, Aug 30
Timberland	Thurs, Sep 1
Starbucks	Tues, Sep 6
Trader Joe’s	Thurs, Sep 8
Apple	Tues, Sep 13

Case Study / Discussions & Reports

You will each present one case study. For the other four cases you will be a discussant. Your role as discussant is to read the assigned case, come to class prepared to discuss the case and ask questions. You will also write and print out a one-page report, which responds to the following:

- Is this brand sustainable, why or why not?
- Based upon this case, how should we define a “sustainable brand?”

End your report by including at least three questions for the presenters. Turn your printed report in at the end of class. Late (e.g., I’ll bring it by your office) or emailed reports (e.g., I have the report on my computer and can email it now) will not be accepted.

Pop Quizzes

There were be one to several pop quizzes administered during the second module of the course: theories and concepts. Pop quizzes will be administered at the start of class and are intended to evaluate the extent to which you are keeping up with and comprehending the readings.

Exam

There is one exam for this course, which concludes module two. Similar to the pop quizzes, the exam will test your comprehension of theories and concepts.

Campaign / Group Project

The third module consists of applied learning to determine the extent to you can apply creative and critical thought as explored in module one, and the extent to which you recall and comprehend the theories and concepts learned during module two. Students will be assigned to an agency (TBD). As an agency, you will research and plan for a campaign proposal in response to a social issue of sustainability (TBD). Your instructor will guide you through this process by providing deadlines and critiques of your work. So that you can receive timely and thorough feedback, be prepared to present your progress each week in written (i.e., drafts) and oral form (i.e., status meetings), as outlined below, which contribute to your overall campaign grade. Drafts are due at the start of class as a printout. Status meetings are a presentation of your current findings and recommendations.

Course Schedule

This is a tentative schedule. Listed assignments may change, and additional assignments and deadlines may be added later in the semester.

Module One

Week 1

Tues, Jan 17 Introduction to class / Student introductions
Thurs, Jan 19 Lecture

Week 2

Tues, Jan 24 Case Study: Presentation & Discussion - Tom's of Maine
Thurs, Jan 26 Case Study: Presentation & Discussion - Timberland

Week 3

Tues, Jan 31 Case Study: Presentation & Discussion - Starbucks
Thurs, Feb 2 Case Study: Presentation & Discussion - Trader Joe's

Week 4

Tues, Feb 7 Case Study: Presentation & Discussion - Apple
Thurs, Feb 9 Review of key terms

Module Two

Week 5

Tues, Feb 14 Our Case/**Guest Lecture**: Center for Environmental Journalism (CEJ)

Thurs, Feb 16 Culture & Ethics in an Organization: *Seeger* Ch 12 & 13 (D2L), *Schauster* (D2L)

Week 6

Tues, Feb 21 Organizational Values: *Seeger* Ch 1 (D2L); *Let my people go surfing* (D2L)
Guest Lecture: School

Thurs, Feb 23 Culture in a Global Marketplace: *Persuasion Ethics* Ch 11

Week 7

Tues, Feb 28 Law & Self-Regulation: *Persuasion Ethics* Ch 9, 15 & 16
Thurs, March 2 Audience Considerations: *Persuasion Ethics* Ch. 5 & 10

Week 8

Tues, March 7 Cause Marketing: *Purpose-Driven Content Marketing* (D2L)
Thurs, March 9 Public Relations Ethics: *Persuasion Ethics* Ch 4 & 14

Week 9

Tues, March 14	Social Responsibility: <i>Social Media as CSR</i> (D2L), <i>Conscious Capitalism</i> (D2L)
Thurs, March 16	Social Responsibility: <i>Consumers Aren't Fooled</i> (D2L) Guest Lecture: Fearless

Week 10

Tues, March 21	Review of cases, theories and concepts
Thurs, March 23	Exam

Module Three

Week 11

Spring Break	No Class
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Week 12

Tues, April 4	Client Briefing
Thurs, April 6	<i>Six Ways to Shoot Higher on Sustainability</i> (D2L) Status Meeting: What we know (including marketing problems and opportunities), what we need to know, how we're going to uncover what we need to know

Week 13

Tues, April 11	Discussion & Draft Due: Research / Marketplace & Trends
Thurs, April 13	Discussion & Draft Due: Research / Consumer & Trends

Week 14

Tues, April 18	Discussion & Draft Due: Research / Product Category, Competition & Trends
Thurs, April 20	Status Meeting: Turning findings into recommendations

Week 15

Tues, April 25	Status Meeting: Update on your recommendations
Thurs, April 27	Dress Rehearsal

Week 16

Tues, May 2	Campaign Presentations
Thurs, May 4	Campaign Presentations

CU and Course Policies**Deadlines & technical issues**

In advertising, deadlines are mandatory and late assignments will count negatively toward your grade, including those due to technical issues. Work in advance to avoid technical problems. Work smart and work ahead to prevent last minute crises. Always back up all work in several ways. Also, give yourself plenty of time to print because printers can crash as well.

Discrimination and harassment

CU-Boulder will not tolerate acts of discrimination or harassment. For more information on this policy visit <http://www.colorado.edu/policies/discrimination-and-harassment-policy-and-procedures>

Courtesy

In the event of a guest lecture and during student presentations, there will be no laptop, tablet or cell phone use, etc. If you'd like to take notes, use paper and pen.

Civility and classroom behavior

Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity and gender expression, age, disability, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. For more information, see the policies on classroom behavior and the student code.

Religious observance

Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. To help you navigate a scheduling conflict, please notify me in writing at the start of the semester and again two weeks in advance of the conflicting date so that we can plan accordingly. See the [campus policy regarding religious observances](#) for full details.

Disabilities

If you qualify for accommodations because of a disability, please submit to your professor a letter from Disability Services in a timely manner (for exam accommodations provide your letter at least one week prior to the exam) so that your needs can be addressed. Disability Services determines accommodations based on documented disabilities. Contact Disability Services at 303-492-8671 or by email at dsinfo@colorado.edu. If you have a temporary medical condition or injury, see [Temporary Injuries guidelines](#) under the Quick Links at the [Disability Services website](#) and discuss your needs with your professor.

Fairness policy

The guiding policy in this class is fairness to everyone. Special requests (except for disability-related ones) mean that others who do not make these requests are not being treated fairly, so special requests will be looked upon as a threat to fairness to the entire class.

Honor code

All students enrolled in a University of Colorado Boulder course are responsible for knowing and adhering to the [academic integrity policy](#) of the institution. Violations of the policy may include: plagiarism, cheating, fabrication, lying, bribery, threat, unauthorized access, clicker fraud, resubmission, and aiding academic dishonesty. All incidents of academic misconduct will be reported to the Honor Code Council (honor@colorado.edu; 303-735-2273). Students who are found responsible for violating the academic integrity policy will be subject to nonacademic sanctions from the Honor Code Council as well as academic sanctions from the faculty member. Additional information regarding the academic integrity policy can be found at <http://honorcode.colorado.edu>.