**Document N: Course and Program Development: IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:** LAW  MSB  CAS  CPA

**CONTACT NAME:** Julie Simon  **PHONE:** x6061

**DEPARTMENT/DIVISION:** School of Communications Design  **DATE PREPARED:** 3/14/13

**PROPOSED SEMESTER OF IMPLEMENTATION:** fall  spring  **YEAR:** 2014

**TYPE OF ACTION:** add (new)  deactivate  modify  other

**LEVEL OF ACTION:** noncredit  undergraduate  graduate  other

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

**PROGRAM ACTIONS**

1. Program Requirements
2. Undergraduate Specialization (24 credits or fewer)
3. Master's Specialization (12 credits or fewer)
4. Doctoral Specialization (18 credits or fewer)
5. Minor (add or delete)
6. Closed Site Program
7. Program Suspension
8. Program Reactivation
9. Certificate Program (UG/G) exclusively within existing degree program
10. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
11. Off-Campus Delivery of Existing Programs
12. Undergraduate Concentration (exceeds 24 credits)
13. Master's Concentration (exceeds 12 credits)
14. Doctoral Concentration (exceeds 18 credits)
15. Program Title Change
16. Program Termination
17. New Degree Program
18. Other

**ORIGINAL SUBJECT CODE/COURSE NUMBER:** CMAT 392

**ORIGINAL COURSE TITLE:** Media Branding

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (O)
- course definition document (P)
- full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)
- other documents as may be required by MHEC/USM (S)
- other (T)
IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
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<tr>
<td>b. OTS</td>
<td></td>
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<tr>
<td>c. University Relations</td>
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<tr>
<td>d. Admissions</td>
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<td></td>
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<tr>
<td>e. Records</td>
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</tbody>
</table>

APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>2/7/14</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td>2/4/14</td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>2/11/13</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
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<tr>
<td>F. University Council (Chair)</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>2/20/14</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
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<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
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<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
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<td>K. MHEC (notification only)</td>
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<tr>
<td>L. MHEC (approval)</td>
<td></td>
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<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
<td></td>
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</tbody>
</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
**Document O: Course and Program Development: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- LAW
- MSB
- CAS
- CPA

**CONTACT NAME:** Julie Simon
**PHONE:** x6061

**DEPARTMENT/DIVISION:** School of Communications Design

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- Fall
- Spring

**DATE PREPARED:** 3/14/13

**YEAR:** 2014

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**
- Original Subject Code/Course Number: CMAT 392
- Original Course Title: Media Branding

**PROGRAM ACTIONS**
- Original Program Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
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<td>✓ 8. New Course</td>
<td>15. Program Reactivation</td>
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<tr>
<td>9. Deactivate Course</td>
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<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
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For changes to existing courses:

| OLD TITLE |
| SUBJECT CODE/COURSE NO. | CREDITS |
| NEW TITLE |
| SUBJECT CODE/COURSE NO. | CREDITS |

Summer 2010
New Course: CMAT 392 Media Branding is proposed by the School of Communication Design.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

We have offered this course previously as a special topics course. For the BA in Digital Communication, this course supports the specializations in Public Relations (principally), Theory and Culture, and Media Production. It will serve as a major elective for Digital Communication, English, and Integrated Arts majors and as a general elective for other UB undergraduates.
3/14/13

Julie Simon

School of Communication Design

CMAT392

Media Branding

3

In-depth exploration of marketing and brand identity. Students explore successful historic and current campaigns, scrutinize media outlets for best brand penetration, and create and present their own brand identity campaign. Special emphasis is on digital and global marketing through social media.

none

Major elective for students in the Public Relations track, major elective for students in the Theory & Culture Tracks, elective for students in SCD, and general elective for other UB undergraduates.

None.

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean’s office if you

Summer 2010
are unsure of the correct entry)

Lecture

12. FACULTY QUALIFIED TO TEACH COURSE

Roger Friskey, Cameron Berry, Susan Flinkman, and other adjuncts. Possibility MSB Marketing faculty.

13. CONTENT OUTLINE

I. What is a Brand
   a. Investigation/Research
      i. Different kinds of Brands
      ii. Case Studies of successful company brands
      iii. Brand Elements

II. Brand Dynamics
   a. Traditional Media
      i. Print
      ii. Broadcast/Video
      iii. Radio
   b. Social Media
      i. Internet
         1. Blogging
         2. Email
      ii. Mobile
      iii. Apps
   c. Brand Loyalty
      i. Tribalism
      ii. Globalism

III. Building your own Brand
   a. Vision
   b. Values
   c. Positioning
   d. Leveraging

IV. Building a Plan
   a. Scope
   b. Target Markets
   c. Market Research
   d. Evaluation and Measurement

V. Presentations

14. LEARNING GOALS

1. Analyze and articulate the dynamics and design of successful brands.
2. Understand the impact of culture and loyalty on consumer attitudes.
3. Identify key marketing communications elements and show a level of understanding of the marketing communications process, the influence of social media, Internet marketing, and marketing communication evaluation and measurement.
4. Create a Marketing Communication Plan.

15. ASSESSMENT STRATEGIES

Analytical papers, Written Marketing Communication Plan, Oral Presentation (with support media)

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)
17. SPECIAL GRADING OPTIONS (if applicable)

none

18. SUGGESTED CLASS SIZE

30 students

19. LAB FEES (if applicable)

none