

Collin College - Continuing Education

COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7625

Course Title: Branding, Logos and Multimedia

Course Description: Recognize the benefits of an effective brand name and logo. Classify actual brand names according to effective brand name criteria. Determine effective marketing activities that apply the sequential steps for naming a brand given a specific brand and marketing condition. Examine a hypothetical brand name to determine whether it communicates the three messages of an effective brand name. Match actual brand logos to the logo category they represent. Examine keywords, slogans, mascots and jingles in various multimedia formats. Employ dynamic keyword insertion to convey your message to the targeted audience.

Suggested Course Prerequisite(s): Digital Brand Management (not required)

Course Resources: N/A

Student Learning Outcomes:

1. Brand naming and Logo creation process
2. Characteristics of strong brands
3. Designing Logos
4. Brand vs Logo
5. File Formats – Graphic, Video, Audio
6. Keywords, Slogans, Jingles
7. Display Advertising
8. Creating multimedia ads

Certification Notes: This is a certificate series.

Next course recommendation: Social, Local, Mobile & Email Marketing

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.