



El Camino College
COURSE OUTLINE OF RECORD – Official

Subject:	FASH
Course Number:	501
Descriptive Title:	Brand Cypher: Personal and Product Branding
Division:	Industry and Technology
Department:	Fashion
Course Disciplines:	Fashion
Catalog Description:	In this noncredit course, students gain an understanding of personal, business and product branding. Through exposure to classic and contemporary branding strategies, applications and case studies, students explore brand identity elements, positioning and leveraging, and brand equity. Students will be taught how to create and implement an original brand plan.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	1.5
Hours Laboratory (per week):	0
Outside Study Hours:	0
Total Course Hours:	27
Course Units:	0
Grading Method:	Pass/No Pass only
Credit Status:	Noncredit
Transfer CSU:	No
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education ECC:	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	

Student Learning Outcomes:	<ol style="list-style-type: none"> 1. Create appropriate branding strategies for a target customer group. 2. Research, prepare and deliver a written presentation regarding product or business branding. 3. Articulate the difference between digital marketing and social media.
Course Objectives:	<ol style="list-style-type: none"> 1. Evaluate the importance, value, and impact of the brand to the success of a product, business venture or individual. 2. Interpret the factors that establish a brand identity, personality and positioning. 3. Articulate the communication and extension strategies that build brand equity, brand loyalty, and brand leadership. 4. Analyze the strategies used to build the business brand, the product brand and the personal brand. 5. Research, design, and develop a brand marketing strategy for a business, product or individual. 6. Define digital marketing and social media.
Major Topics:	<ol style="list-style-type: none"> I. Introduction to Brand (Lecture, 2.5 hours) <ol style="list-style-type: none"> A. Brand friend B. Brand language II. Brand Creativity (Lecture, 2,5 hours) <ol style="list-style-type: none"> A. Competition B. Design III. Brand Identity (Lecture, 2.5 hours) <ol style="list-style-type: none"> A. Systems B. Standards IV. Brand Audience (Lecture, 2.5 hours) <ol style="list-style-type: none"> A. Consumer B. Competition V. Brand Loyalty (Lecture, 2.5 hours) <ol style="list-style-type: none"> A. Brand insistence characteristics B. Brand insistence models VI. Advertising (Lecture, 2.5 hours) <ol style="list-style-type: none"> A. Traditional marketing B. Non-traditional marketing VII. Integrated Brand Marketing (Lecture, 3 hours) <ol style="list-style-type: none"> A. Goals B. Outlets VIII. Brand Extension (Lecture, 3 hours) <ol style="list-style-type: none"> A. Definition B. Strategies IX. Legal Issues (Lecture, 3 hours) <ol style="list-style-type: none"> A. Intellectual property B. Influencers and endorsements C. Other issues X. Branding Proposal Presentation (Lecture, 3 hours) <ol style="list-style-type: none"> A. Content B. Strategies C. Timeline

Total Lecture Hours:	27
Total Laboratory Hours:	0
Total Hours:	27
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	In a three-page document, research your product type and your chosen target customer. identify his/her demographic and psychographic profile. Provide 2" by 2" photos (2) that represent your target customer. Provide research sources. Submit report to instructor.
Critical Thinking Assignment 1:	Prepare a four- to six-page document that outlines a brand proposal. Provide all proposal elements including your strategy for implementation and your implantation timeline. Submit document to instructor for evaluation.
Critical Thinking Assignment 2:	Create a three- to four-page brand extension campaign based on a current retail clothing company. Site the target customer, his/her demographics and psychographics. Explain why you feel this brand extension campaign will be profitable. Submit to instructor for evaluation.
Other Evaluation Methods:	Fieldwork, Homework Problems, Written Homework
If Other:	
Instructional Methods:	Field trips, Lecture, Multimedia presentations, Role play/simulation
If other:	
Work Outside of Class:	Problem solving activity, Required reading, Skill practice, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Brad Van Auken. <u>Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position</u> , 2 nd edition. AMACON. 2021
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite	
Category	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
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Requisite Skill and Matching skill(s): Bold the requisite skill(s). if applicable	

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Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Vera Ashley
Date:	05/14/2024
Original Board Approval Date:	01/13/2025
Effective Term:	FA 2025