

ARIZONA WESTERN COLLEGE  
SYLLABUS

## MKT 170 BRANDING AND STORYTELLING

Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110 Principles of Marketing

COURSE DESCRIPTION

In this course, students will learn how to craft compelling brand narratives that resonate with target audiences. The course will cover various storytelling techniques and platforms, including digital media, to enhance brand communication. Students will also learn to analyze and leverage cultural and social trends to create relevant and impactful brand stories.

COURSE GOALS

The goal of this course is to equip students with the skills and knowledge to create compelling brand narratives that effectively resonate with target audiences. Through the exploration of various storytelling techniques and platforms, including digital media, students will learn to enhance brand communication and leverage cultural and social trends to craft relevant and impactful brand stories.

2. COMPETENCIES

Upon satisfactory completion of this course, the student will be able to:

- 2.1 understand the principles of effective brand storytelling and its importance in brand communication.
- 2.2 identify and apply various storytelling techniques to create engaging brand narratives.
- 2.3 utilize digital media platforms to enhance the reach and impact of brand stories.
- 2.4 analyze cultural and social trends to ensure brand narratives are relevant and resonate with target audiences.
- 2.5 craft brand stories that align with organizational goals and values.
- 2.6 evaluate the effectiveness of brand narratives in engaging and influencing target audiences.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities
- 4.3 Campaign development
- 4.4 Case studies

5. EVALUATION

- 5.1 Class participation
- 5.2 Assignments
- 5.3 Case studies
- 5.4 Student projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid. For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
  - Taking an exam, an interactive tutorial or computer-assisted instruction
  - Attending a study group that is assigned by the school
  - Participating in an online discussion about academic matters
  - Initiating contact with a faculty member to ask a question about the academic subject studied in the course