

Brand Writing

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Introduction to key terms. Identifying brand voice and evolutionary challenges.

Assignment: Choose a brand to be a case study for the duration of the course. Identify the brand's evolutionary challenge and write a 1-2 page repositioning statement as to how you would address it.

Week 2

Examining brand DNA. Identifying hero products.

Assignment: Examine the DNA of your case study brand, answering some key questions. Using those answers, write some website copy about the brand and the hero product.

Week 3

Identifying the customer. Comparing market share.

Assignment: Identify the target customer for your case study by answering some key questions. Using those answers, write a mission statement (an "about us") for the company website that will speak to those customers.

Week 4

Conveying the message to the loyal customer. Rewards programs. Proprietary language. CRM.

Assignment: Create a targeted email blast to the loyal customer that highlights a new customer rewards program or other brand reinvigoration of your own design.

Week 5

Conveying the message externally. Education. Merchandising. Packaging. Partnerships.

Assignment: Write a brief proposal to a brand that you think would make a good partner for your case study brand.

Week 6

Finishing touches: Why should a company reposition/rebrand? What questions do you ask? How do you let the world know about the changes?

Assignment: Write a press release about your new, repositioned company.