BUS 171 – Building a Successful Brand: Connecting the What, How, and Why
Instructor: Edward Leaman

Dates/Times: This is an eight-week course and will take place every Thursday from 7 PM to 8:50 PM. I will be available after each class for questions, and in between sessions on the phone and via email.

Course Objectives:
• To facilitate your understanding of the how to market a brand through an understanding of what a brand is, and how to build a brand that connects the product and user/customer experience to the core purpose and meaning, or why, of the enterprise.
• To provide you with the opportunity to conceive of, and build, a brand of meaning using concepts and structures that can be used to real effect both during and as a result of the course.

Course Grading:
You have three options:
• No Grade Requested (this is the default option): No Grade Requested (NGR)
  o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
• Credit/No Credit:
  o Attendance will determine your grade.
• letter grade:
  o The presentation outlined in Session 8 or 9 will account for 100% of your grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.
Course Materials and Resources:
The following books are recommended reading if you have the time during or after the course:

a) Making Meaning: How successful businesses deliver meaningful customer experiences by Diller, Shedroff and Rhea.
b) ZMOT – The Zero Moment of Truth by Google
c) The Ultimate Question + The Ultimate Question 2.0 – by Fred Reichheld
d) Natural Capitalism by Paul Hawken
e) The Consistent Consumer by Beller, Patler and Weiss
f) Creativity Inc. by Wallace and Catmull

I encourage you to actively participate in the class, and ask insightful and challenging questions of everyone. Brands are built through a very healthy mix of emotion and intelligence, grounded to roles, goals and outcomes, and this requires of us all to be very engaged with each other’s ideas and solutions. The sessions will be a mix of lecture, presentations by you, critique and follow-on discussion.

The critical concepts of this class are to:

1. Develop the central idea, structure and marketing of a/the brand that has creates a promise, delivered and measured.
2. Unfold that idea through distinct models of brand design to form the ideas, strategies and tactics that would bring that brand to life through marketing, product innovation, and inspiring customers and employees.

Course Schedule:

Sessions 1 through 3 – Course Overview and lectures, The ideas and models of brand design, brand journeys and brand storytelling

Lecture - Course overview - What, truly, is a brand and how can it be built from the ‘inside out?’ What does that mean and how do you start down that road? How do you answer the question ‘Why?’ The introduction of the concept of the ‘brand experience’ and the model of ‘sustainable relationship enterprise.’

Study questions: - Which brands do you admire today and why? If you had to give a definition to brand as you understand it at present what would it be and why?

Your answers will change over time and the course is designed to help with answering these questions. We will thus come back to them throughout the course.

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Session 4 – Hypothetical Brands

Format: I will introduce some hypothetical brand ideas and we will develop, together, the why, what and how of those brands using the ideas and models we discussed from the first two sessions.

Session 5-7 Brand Presentations

Format: Each participant will present their/a brand idea based on the structure presented in the lectures and hypothetical brand work from the previous weeks. At the end of each presentation we will give full feedback to the participant, to the benefit of strategic development of the brand idea before the work commences to turn the brand idea into a brand experience and marketing reality.

Session 8 – Next Steps in turning brand idea into brand reality.
Lecture – A deeper presentation of the Sustainable Relationship Enterprise brand model with its elements and requirements for students to move their ideas into fully fledged brands.