Quarter: Spring 2017

Course Title: The Total Brand Experience: Connecting Brands With Customers Today
Course Code: BUS 157
Instructor: Niland Mortimer

Grade Options and Requirements:

• 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 (CR/NC)
  o Students must attend at least 80% of class sessions.

• Letter Grade (A, B, C, D, No Pass)
  o Students must attend at least 80% of class sessions, and participate in team exercise and presentation.

*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.

Tentative Weekly Outline:

Class 1: April 3rd

When access to information is virtually unlimited, the need to capture consumers’ attention becomes the ultimate marketing goal. Class #1 will explore the foundations of the attention industry, and how in today’s 24/7 connected, mobile and social world the marketer’s challenge to engage has become a critical factor to brand engineering. Tim Wu’s The Attention Merchants will be discussed.

Class 2: April 10th

Fundamentals of experiential marketing

How to excel at each stage of the customer lifecycle: acquiring new customers, growing their lifetime value and converting them to brand advocates.

Bernd Schmitt’s Experiential Marketing will be discussed.

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Class 3: April 17\textsuperscript{th}
Organizing for Customer Experience Marketing
The roles and responsibilities of an engagement marketing team
Guest Lecturer: Blake Park, Associate Partner, Brand and Strategic Planning, Rosetta Customer Engagement Agency

Class 4: April 24\textsuperscript{th}
Creating Value Through Customer Touchpoints
Exploring the fundamental relationships between brands, media and people—how today's brand experiences expand beyond advertising.
Formation of Brand Experience Teams
Wind and Hays’s Beyond Advertising will be discussed.

Class 5: May 1\textsuperscript{st}
Integrating social impact for customer brand engagement.
Creative design and tactical solutions for driving positive social change, a key to Millennial marketing.
Guest lecturer: Robert Joyce, founder Social Impact Designs

Class 6: May 8\textsuperscript{th}
Focusing on the right customers for strategic advantage: Customer Centric Marketing.
Engaging with most valuable customers to increase profits in the long term.
Discussing the marketing principles of Peter Fader, Co-Director of the Wharton Customer Analytics Initiative.

Class 7: May 15\textsuperscript{th}
Brand Experience Team presentations and discussion.
Closing review of the engineering of consumer attention through total brand experience marketing: pros and cons.

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