COURSE NUMBER: BMK 300

COURSE TITLE: Design for Marketing

I. LEARNING OUTCOMES AND GOALS:

GOAL A: Define the role of design in marketing.
   Learning Outcomes: The student will
   A.1 know what design is and why it is important to marketing
   A.2 develop an awareness of the basic components of design (color, typography, logo, brand identity system)
   A.3 understand the manner in which programs are created to sustain brand consistency in message and image

GOAL B: Develop an understanding of communication/design strategies.
   Learning Outcomes: The student will
   B.1 identify a well-defined concept and discuss its effectiveness
   B.2 identify effectiveness of color, images, and text in advertising and other brand expressions
   B.3 identify formal variations and their relationship to meaning

GOAL C: Develop an understanding of the design process
   Learning Outcomes: The student will
   C.1 understand the role of the design team
   C.2 understand what it takes to develop design programs and processes
   C.3 develop an awareness of aesthetics and form

GOAL D: Develop an understanding of the design for specific audiences
   Learning Outcomes: The student will
   D.1 evaluate socially conscious design/brand programs
   D.2 evaluate consumer oriented design/brand programs
   D.3 evaluate business oriented design/brand programs

GOAL E: Introduction to writers, thinkers and designers
   Learning Outcomes: The student will
   E.1 acquire a basic historical background
   E.2 review writings and dialogues concerning design

Students will also:
A. Understand the differences between well-executed design and poorly executed design (style, skill, craft)
B. Understand how the design style, method and execution can be developed to appeal to a specific audience.
II. RATIONALE:

Design is a broad discipline that supports marketing. A well developed, fully integrated brand identity supports and promotes a company’s brand promise. Creating brand identity is a process that requires clearly defined positioning, a well established strategy and creative vision. The design and execution of “brand identity” is the result of a thoughtful process that requires discipline and intense scrutiny. This course will help ‘non-designers’ to understand the power of design as it relates to branding. Through this course students will gain an understanding of the basic principles of visual communications and how to work with and support a creative team.