Class Schedule - Spring 2019

Strategic Brand Communication

College of Media Programs
Head of Department: Mike Yao
119 Gregory Hall: 810 South Wright Street, Urbana
Phone: 217-333-1549
www.media.illinois.edu

SBC 504 Managing Projects & Teams credit: 3 hours.
Successful Strategic Brand Communication requires working on a series of projects. This course provides a socio-technical perspective to the management of projects. The technical dimensions deal with needs analysis, work breakdown, scheduling, resource allocation, risk management, and performance tracking and evaluation - within the allocated time frame and cost. The sociocultural dimensions include attributes of sound leadership, formation and management of teams, and managing customer expectations in order to formulate consistent, integrated campaigns across channels. 3 graduate hours. No professional credit. Approved for Letter and S/U grading. Prerequisite: Restricted to MS: SBC students.

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<td>67633</td>
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Meets 07-Jan-19 - 10-Feb-19.
Restricted to MS: Strat Brand Comm Onl -UIUC or NDEG:Strat Brand Comm onl-UIUC.
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SBC 505 Consumer Insights II credit: 3 hours.
The course will provide an overview of the key qualitative methods used to gain strategic insights into consumer behavior and to provide practice in planning research projects, data collection, and analysis. 3 graduate hours. No professional credit. Approved for Letter and S/U grading. Prerequisite: Restricted to MS: SBC students.

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SBC 506 Measurement and Evaluation credit: 3 hours.
This course will focus on the method and analysis for consumer insights but also for measuring effectiveness of various promotional strategies and campaign effectiveness. This includes an overview of quantitative research methods with emphasis on analysis and interpretation of data, and application to evaluating effectiveness of promotional strategies. 3 graduate hours. No professional credit.
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SBC 507  Promotional Strategy  credit: 3 hours.
This course will familiarize students with the topic of marketing communications and promotion management, and will teach students the steps for strategically planning a strategic brand communications campaign. The culmination of this course will be a campaign for a real-world client. 3 graduate hours. No professional credit.

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