

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Design for Marketing

COURSE NUMBER: BMK 300

PRE-REQUISITE(S): BMK 305

COURSE DESCRIPTION:

This course focuses on the role of design in marketing communications with an emphasis on "brand identity". Case studies of effective brand identity programs allow students to explore and critique brand expressions including print materials, website, video, and television advertising. Students also will be introduced to basic visual aesthetics and the relevance of good design.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

- C-1 Interrelate the role of the design team
- C-2 Determine 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 Objectives: 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:

Differentiate writers, thinkers and designers.

Learning Objectives: The student will:

- E-1 Acquire a basic historical background
- E-2 Review writings and dialogues concerning design