

**WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION**

COURSE TITLE: Branding and Entrepreneurship

COURSE NUMBER: COM 6350

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Analyze established brands from a broad organizational perspective

Learning Outcomes: The student will:

- A-1. Compare different brand strategies
- A-2. Examine social media branding
- A-3. Identify the relationship between organizational mission and branding

GOAL B: Produce a branding guide for a specific product or person

Learning Outcomes: The student will:

- B-1. Prepare branding guidelines for different cultures and geographies
- B-2. Explain different brand strategies
- B-3. Write brand slogans form different media applications

GOAL C: Explain the importance of branding in entrepreneurship

Learning Outcomes: The student will:

- C-1. Develop a personal brand statement
- C-2. Examine the relationship between personal brands and entrepreneurship
- C-3. Analyze the five C's of personal branding

II. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messages, e-mail, and web surfing are distractions that the instructor and constitute inappropriate behavior. These and similar practices.