

# CLASS SYLLABUS

spring 2012 | tuesdays 1:15-4:15 & 4:30-7:30 | d.school studio 1



## welcome to *social brands*

with *jennifer aaker + chris flink* | *tiffany card, jason chua & albert page*

### ABOUT THE CLASS

As savvy consumers are increasingly participating in brands rather than merely receiving their messages, how do leading organizations stoke conversations, co-create experiences and stories, and build engaging relationships with consumers? Moreover, how do they harness social media to build a brand, and empower employees and consumers to share these brand stories with others?

Social Brands is a hands-on, project-based course that will draw brain power from the GSB, School of Engineering, and other Stanford graduate programs to collaboratively and creatively explore these questions. While we examine various inspiring examples of social brands, we will find that the rules are yet to be written. This emerging genre of social commerce and marketing is the “Wild West” and students working in mixed teams will be challenged to design and launch their own social experiments to form their own hypotheses.

Assignments will push student teams to audit a brand, focus on a strategic goal, and design a social interaction that invites people on campus to participate in an extraordinary personal experience with that brand. Teams will then capture this experience in short videos and compile them into a story — one that highlights the brand experience they orchestrated, its impact, and their key learnings. This course will integrate approaches from the d.school and marketing curriculum — including brand strategy, storytelling fundamentals, human-centered methods, rapid prototyping, and a bias toward action. This is a class for those that want to learn by doing and creating.

### GRADING

The grading breakdown for the class will be as follows:

**Class & Lab Participation: 30%**

Determined by the level of enthusiasm and engagement exhibited in class discussion, exercises and the Social Brands Facebook page. Additional points will be awarded for outstanding comments and deducted for tardiness or absence.

**Individual Assignments: 30%**

Determined by performance on assignments like individual contributions to the team **brand audit**

**Group Assignments: 40%**

This measure reflects the level of apparent effort, creativity, and quality of group deliverables. This mark will be calculated based on the effort, learnings and results stemming from building, executing, and recording the **brand experience**.

### SUPPORT

We'll be asking a lot of you as you build, execute and document a brand experience over the course of the quarter, and we want to do everything we can to help. To that end, we will offer workshops, coaching, and TA office hours to support you during the project.

**Workshops**

A small number of optional workshops will be offered in the evenings during the quarter.

**Coaching**

Teams will have access to expert story and video coaches, and be in close contact with a brand advisor that will give feedback on the project

**Office Hours**

The teaching team will hold office hours half an hour before each class and by appointment. They can be reached at [socialbrands2012@gmail.com](mailto:socialbrands2012@gmail.com)

# AUDIT A BRAND

*\*highlighted assignments collected in class and graded*

WEEK	TALK	GUEST	DUE	LAB
<b>1</b> APRIL 10	<b>exciting times</b> what do we mean by "social brand"?	<b>everyone</b> getting to know one another	<b>nada</b> mandatory team formation April 11 @ d.school atrium	<b>the project</b> overview, inspiration & resources
<b>2</b> APRIL 17	<b>brand &amp; business</b> what is the power of brand in the business sense?	<b>JetBlue</b> Marty St.George, CMO Joel Peterson, Chairman	<b>plan</b> have a team, have a brand, schedule check-ins	<b>fieldwork</b> getting human-centered
<b>3</b> APRIL 24	<b>socializing</b> how do brands engage?	<b>Coke</b> Wendy Clark SVP, Marketing	<b>*brand audit</b> hand in completed audit, brand advisor check-ins	<b>ideation</b> sharing of audits, brainstorming

# DESIGN AN EXPERIENCE

WEEK	TALK	GUEST	DUE	LAB
<b>4</b> MAY 1	<b>co-creation</b> how do you design for participation?	<b>CP+B</b> Dan Fox, VP/Creative Technology Director	<b>concepts</b> bring concept boards of experience ideas	<b>get buildy</b> pick a concept, get build coaching, start constructing
<b>5</b> MAY 8	<b>how to tell a story</b> getting smart about your brand narrative	<b>Nike</b> Jason Mayden, Director of Innovation Kalen Thornton, Brand Manager	<b>props</b> be done building everything you need for your experience	<b>storytelling</b> tips from Twitter corporate design, meet story coaches & share props
<b>6</b> MAY 15	<b>experience design</b> what is a brand experience? why is it important?	<b>IDEO</b> Dana Cho Partner	<b>results</b> share learning from your experiment	<b>iterating</b> evaluate and evolve your experiment

# CRAFT A STORY

WEEK	TALK	GUEST	DUE	LAB
<b>7</b> MAY 22	<b>social media</b> how do you leverage technology to create ripple effects?	<b>Facebook &amp; Google</b> Amber Saloner, User Ops Charles Warren, UX Lead Social Products	<b>impact</b> know how you're measuring success	<b>work session</b> jam with story coaches
<b>8</b> MAY 29	<b>the big picture</b> pulling it all together	<b>all of us</b> discuss collective learnings	<b>final edit</b> bring your (nearly-finished) video	<b>amplification</b> leveraging social media to spread your story
<b>9</b> JUNE 5	<b>grand finale</b> epic presentations and feedback	<b>you</b> team presentations	<b>*final project</b> share the story of your quarter	<b>nada</b>