

Project 1 [30%] - MKT72240 Branding

Weekly Topic Presentation & Discussion

Project Objectives

- Groups of 2-3 students will be in charge of leading and facilitating a weekly discussion topic.
- The groups will select one of the Weekly Topics from the Branding Resources website. Visit the [Topics page](#) for more information.
- The groups will also brand their discussion style. Maintain tone, tenor and depth of analysis (e.g. funny, serious, news cast)

Design Scope

- Prepare a 30-45min seminar style presentation
- Create a slideshow to guide the discussion and direct the flow of information
- The amount of slides is at your discretion as long as all the important information and learning takes place for your topic
- Use a variety of other learning tools such as videos, website resources and activities for engagement
- Everyone present is required to actively participate
- Questions can be raised and debates can be conducted

Project Specifications

Research

- Cite and/ or reference all of your sources
- Use buzz words and terms related to your topic

Concept (Process)

- Use the Roll Call at the start of each class to assist you with project questions, concerns and progress
- Include a Feedback Collection System at the end of your presentation

Execution

- Use your research and analysis to illustrate the topic in an informative and engaging (entertaining) way
- Deliver part of your research content and images in a method that offers the class a self-directed educational experience where they actively participate in learning the topic
- Utilize proper terminology (buzz words) to critically engage and help define the student centered learning in your presentation
- Demonstrate an awareness of brand personality and differentiation through your discussion style
- Maintain a clear, concise tone and tenor to your presentation
- Communicate brand visual identity through the aesthetic design choices of your presentation (think about naming your group)

Course/Unit Outcomes

- 1.2 Research brand characteristics such as brand personality, differentiation, and visual identity.
- 1.3 Describe branding tools such as naming strategies, brand matrices, and customer profile.
- 2.1 Identify and use appropriate brand development tools in assignments and projects.
- 3.1 Research content, images, and subjects related to brand development for assignments and projects.
- 3.2 Demonstrate self-directed strategies for research.
- 3.3 Demonstrate and use research and analytic skills to produce competent brand solutions
- 4.1 Decipher the assignment or projects requirements (goal, objectives, specifications, evaluation methods) individually and in groups.
- 4.2 Interpret written design briefs and verbal instructions to create and refine assignments and projects.
- 4.3 Efficiently use time and resources to complete projects and assignments within allotted deadlines.

Resources

- [Branding Resources website- Projects Info](#)
- Guiding Course Concepts Document
- Feedback & Evaluation Concepts Document
- Key Buzz Words & Terms Document
- [Branding Resources website- Topics List](#)

Evaluation

This project is worth 30% of your mark
*see page two for Rubric

Research	/20
Concept (Process)	/20
Execution	/60
Total	/100

Submission Specifications

- Be ready to present at the start of class
- Submit presentation slides to the Dropbox so they can be added to the Branding Resources website
- Include a Feedback Collection System at the end of your presentation

Deadlines

See Course Instructional Plan for details

SOMA+D Zero Tolerance Submission Policy:

Please see policy details in Student Handbook pg. 14 (<http://www.conestogac.on.ca/fulltime/bachelor-of-design-honours#EM-PRR>). Note: all projects are DUE at the beginning of class; therefore, if your class starts at 9:00 am, your project is DUE at 9:00 am – digital submission to eCon dropbox prior to 9:00 am and hardcopy submission and ready to present in-class at 9:00 am.

MKT72240 Branding: Project 1- Weekly Topic Presentation & Discussion

RUBRIC CRITERIA	Exceptional (90-100%)	Above Average (75-89%)	Average (65-74%)	Marginal (60-64%)	Not Satisfactory (35-59%)	Unacceptable (0-34%)
RESEARCH	<ol style="list-style-type: none"> 1. An interesting wide range of research materials have been cited (referenced): books, websites, videos, periodicals, etc. 2. Research sources have been used beyond expectations. 3. Took initiative to find information other than the internet. 4. Brought in personal ideas and information to enhance project. 5. Excellent use of terminology. 	<ol style="list-style-type: none"> 1. Utilized and cited an appropriate amount of research materials. 2. More than three types of research sources have been used to enhance project. 3. Took initiative to find information other than the internet. 4. Facts were accurate and precise. 5. Good use of terminology. 	<ol style="list-style-type: none"> 1. Utilized and cited an average amount of research materials. 2. Three types of research sources have been used to enhance project. 3. Did not consult any additional sources other than what was required. 4. Facts were mostly accurate. 5. Average use of terminology. 	<ol style="list-style-type: none"> 1. Initiative to utilize resources effectively was marginal. 2. Little or no fact gathering on the topics. 3. Facts were somewhat accurate with more than a few inconsistencies in information. 4. Marginal use of terminology. 	<ol style="list-style-type: none"> 1. Initiative to utilize resources effectively was not satisfactory and below expectations. 2. Evidence of research was not clear and below expectations. 3. Facts presented were misleading to the audience and mostly inaccurate. 4. Did not use terminology. 	<ol style="list-style-type: none"> 1. Very little to no research provided. 2. Submission late (zero late policy).
CONCEPT (PROCESS)	<ol style="list-style-type: none"> 1. Overall presentation meets objective and design scope exceptionally well. 2. High professional level concepts, research and delivery of topic has been demonstrated– deep critical thought and planning is evident. 3. Highly effective use of a Feedback Collection System. 	<ol style="list-style-type: none"> 1. Overall presentation meets objective and design scope very well. 2. Professional level concepts and research have been delivered– critical thought is evident in the topic concept. 3. Strong use of a Feedback Collection System. 	<ol style="list-style-type: none"> 1. Overall presentation meets objective and design scope. 2. Research is somewhat clear and helps direct learning – topic concept has some critical thought. 3. Adequate use of a Feedback Collection System. 	<ol style="list-style-type: none"> 1. Overall presentation somewhat meets objective and design scope. 2. Research is marginally clear and somewhat directs learning – topic concept lacks critical thought. 3. Little use of a Feedback Collection System. 	<ol style="list-style-type: none"> 1. Presentation does not meet objective or design scope criteria. 2. Not a professional level research project, lacks clarity and direction – topic concept lacks critical thought. 3. No use of a Feedback Collection System. 	<ol style="list-style-type: none"> 1. Very little to no presentation development submitted - research does not meet standard level, analysis was completely off point. 2. Submission late (zero late policy).
EXECUTION	<ol style="list-style-type: none"> 1. Research/ analysis demonstrates exceptional information about the topic, and engages with the audience in a highly professional and critical way. 2. The presentation delivers an excellent variety of content and images to enable active learning and participation. 3. Exceptional brand awareness has been created with the discussion style (personality & differentiation)- allowing for a clear, concise tone to the discussion style brand voice. 4. A strong visual brand identity has been established through the aesthetic design choices of the presentation. 	<ol style="list-style-type: none"> 1. Research/ analysis demonstrates good information about the topic, and engages with the audience in a professional and critical way. 2. The presentation delivers a good variety of content and images to enable active learning and participation. 3. Good brand awareness has been created with the discussion style (personality & differentiation)- allowing for a clear, concise tone to the discussion style brand voice. 4. A good visual brand identity has been established through the aesthetic design choices of the presentation. 	<ol style="list-style-type: none"> 1. Research/ analysis demonstrates average information about the topic, and somewhat engages with the audience in a professional and critical way. 2. The presentation delivers an average variety of content and images to enable some active learning and participation. 3. Average brand awareness has been created with the discussion style (personality & differentiation)- allowing some clarity and tone to the discussion style brand voice. 4. An average visual brand identity has been established through the aesthetic design choices of the presentation. 	<ol style="list-style-type: none"> 1. Research/ analysis demonstrates marginal information about the topic, and somewhat engages with the audience. 2. The presentation delivers a marginal variety of content and images and enables little active learning and participation. 3. Marginal brand awareness has been created with the discussion style (personality & differentiation)- allowing for little clarity and tone to the discussion style brand voice. 4. A marginal visual brand identity has been established through the aesthetic design choices of the presentation. 	<ol style="list-style-type: none"> 1. Research/ analysis lacks information about the topic, and does not engage with the audience. 2. The presentation lacks variety of content and images to properly enable active learning and participation. 3. A lack of brand awareness has been demonstrated- there is no clarity or tone to the discussion style brand voice. 4. Very little visual identity has been established through the aesthetic design choices of the presentation. 	<ol style="list-style-type: none"> 1. Very little to no organization. 2. Submission late (zero late policy).