

Branding for Social Impact: Fall Semester 2023

Course number: ECON 327.006
Meeting Days, times and locations
T/TH 12:30-1:45 pm Gardner Hall Room 0001

Professor: Kenyetta Hall, Donohoe Social Entrepreneur in Residence, Shuford Program in Entrepreneurship
Contact information: halkk@unc.edu
LinkedIn:

Office Hours: by appointment

Course Description

This course starts with the premise that individuals want to make a difference in the world and have a passion for social impact. In today's rapidly changing environment, one of the most valuable and often underutilized assets in a business is the element of having a strong brand presence in the marketplace. As a change agent who will challenge the status quo, having a compelling brand is more important than ever. This course is designed for students who want to explore how to develop a brand that will stand out. This course is applicable to multiple aspects of social enterprise including – for profit companies and start-ups, non-profit or self-funding organizations and people who want to act more entrepreneurially from within larger non-profits or socially oriented businesses.

Prerequisites

- ECON 101 AND ECON 125
- ECON 325 must be taken prior to or during the same semester

Objectives

- Learn the fundamentals of what it takes to create a brand for social impact
- Create and apply different techniques to create a brand strategy
- Become skilled in effective, listening, working with a client and working with a team

Structure

The course is taught through a combination of classroom lectures, class discussions, individual assignments, and a team project. Class sessions will be devoted to reviews of key points, experiential exercises, and discussions of materials and readings. Students are expected to prepare readings and cases, but the real “work” of the course involves the hands-on research

and analysis needed for individual and team assignments. Much work will be done in teams. This course prepares you through six different types of learning:

- Lectures – Development of the theory of the case
- Class Discussions – Facilitated conversations to explore ideas and concepts
- Case Studies – Discussions based on the analysis of real situations
- Individual Assignments – Work designed to develop analytical skills
- Guest Lectures – In-classroom talks by people with relevant real-world experiences
- Team Project – Application of the lessons of the course in a real world setting

Book (no book required)

Syllabus Changes

- I reserve the right to make changes to the syllabus, inkling project and assignment due dates

Class Attendance (required)

Attendance:

Attendance will be taken at the beginning of each class.

It is vital that you attend every class and team meeting since so much of the learning for you and your colleagues is gained from in-class interactions. In accordance with general Questrom policy, absence from more than three classes can result in a failing grade for this course. If you need to be absent please email me so that I can help you catch up. Because this course moves quickly, the issues are so interrelated, and material builds over the course of the semester, falling behind will put you at a disadvantage.

Absences will be excused for illness, family emergencies, and other personal issues. For the safety of your colleagues and community, please stay home when you aren't feeling well or when you have been at high risk of exposure of COVID-19.

- Excused Absences
 - Standard university attendance policies apply (see
 - Illness or other major life issues will be the only accepted excuses
 - Must email me 30 minutes prior to class asking to be excused from class and why
 - To be excused absence requires and email reply from me agreeing that it is excused

Class Preparation, Etiquette, Attendance and Contributions:

Preparation:

∅ Be on time for class. Late arrivals interrupt the class discussion. Please let me know if you have any concerns with getting to class on time consistently.

∅ Be prepared for cold calls and discussion in class. This will directly affect your participation grade. If for any reason, you would prefer not to be called on a particular day, please let me know at least an hour before class. You can take four passes without an impact on your grade.

Laptops and Class Materials:

∅ Please do not use electronic devices for non-class activities during class. You may use laptops to take notes in class and refer to electronic versions of the course materials. However,

please do not use electronic devices for non-course-related activities. Surfing the web and the like is distracting for both you and your colleagues. Class will be a better experience if everyone is fully engaged. I will emphasize and repeat important points and will post slides to help with your notes.

Class Contributions:

Preparation and participation in class discussion are essential to your and everyone's learning. When you speak in class, your emphasis should be on quality as opposed to quantity. Everything you say in class should either add value to the discussion, or address a specific question you have or point on which you would like further clarification. So, choose your spots!

Assignments

Cases and Case Assignments:

1. Many classes will focus on an analysis and discussion of a real-world case. Some classes will also cover additional readings or articles dealing with a specific topic, and may include questions to be answered and submitted in writing in preparation for class.

2. Handing in Assignments. For most classes, there are preparatory questions included in the syllabus. You should prepare written answers to these questions before class and submit them to the Blackboard site prior to class. The file name should contain your name and the class number. Your performance on these assignments will count as part of your class participation grade, since they are specifically designed to prepare you for effective learning and class participation.

3. From time to time, a student may be randomly selected at the start of the class to provide a synopsis of the day's case, including:

Central Ideas of the Lecture / Case

- Linkage to frameworks and concepts previously presented
- Identification of ideas / techniques / facts they can immediately apply
- Opportunities for additional clarification

Other Assignments:

- Any other assignments are to be completed and submitted to Blackboard prior to the start of class.
- Students are responsible for ensuring all assignments are turned in on time, in valid file formats.

- Rubrics are not used for the majority of assignments
 - Generally, assignments are graded on a combination of quality of writing, quality of argument, effectivity applying the concepts learned in this course, creativity
- Canvas specifies assignment type (individual or Team), due date and time
 - Assignments submitted late on the same day are marked down ONE letter grade
 - NO credit will be given to assignments submitted after the due date
- File Formats (required)

- Presentations: PowerPoint, PDF; Documents: Word; Spreadsheets: Excel
- File naming conventions (required)
 - Individual [Student Last Name, First Name] Class [Class number].file extension (Example: HallKenyetta Class 0001.xlsx)
 - Team: [Team name] Class [class number].[file extension] (Example: BlackMambas Class 0001.xlsx)
 - All team members' names need to be on the first page, slide, or spreadsheet of every file submitted

Weekly Team Members Ratings

- Team members rate each other monthly
- You get graded on completing the ratings surveys AND on the rating received
- This helps identify issues with team member contributions
- An overall grade is calculated for the semester based on the ratings data from all surveys
- Failure to complete and submit a rating survey results in a rating of 0 for that survey

Categories Rated	Rating
Attending team meetings (outside of class) Delivered on commitments made to the team	Always Most of the time Sometimes Never
Quality of work relative to other team members Level of responsibility relative to other team members Level of contribution relative to other team members	Higher Same Lower Unusable

Grading System

20% Class attendance and Participation

The course requires you attend and participate within the discussions in class

15% Team Rating

25% Monthly Group Presentations & Assignments

40% Group Final project

- 20%: in-class team brand strategy presentation
- 20%: In-class brand strategy deck PowerPoint file or PDF
- 10%: Creativity of the presentation

Grade Distribution

Grading Scale: At least 93%

A but less than 93%:	A
At least 90% but less than 93%	A-
At least 87% but less than 90%	B+
At least 83% but less than 87%	B
At least 80% but less than 83%	B-
At least 77% but less than 80%	C+
At least 73% but less than 77%	C
At least 70% but less than 73%	C-
At least 67% but less than 70%	D+
At least 60% but less than 67%	D
Less than 60%:	F

Schedule of Assignments

Dates	Topic	Assignments
August		
8/22/2023	Pitch your Company	Students will pitch prepare and in class pitch for a company they would like to start and the class will vote on at least 4 ideas to work during the semester
8/24/2023		
8/29/2023	Brand Fundamentals: 9 elements needed for a great Brand strategy	
8/31/2023	Guest speaker: Sarah Wechsberg. 4 time entrepreneur and Head of Healthcare Customer Partnerships and Program Impact	
September		

9/05/2023	No Class	
9/07/2023	Impact Identification. What problem are you trying to solve and what is your solution? What impact do you want to make	
9/12/2023	Your Brand Starts with WHY? The importance of Vision, Mission, Values within a social impact organization	Identify a Social impact brand. -Summary of the founder and the Brand -Identify their mission, vision and values -Why did this Brand Resonate with you? (3-5 slides)
9/14/2023	Every Founder should have a story. Importance of Founder stories and how to craft one	Complete and submit your Founders' Story
9/19/2023	Group Project Begins Details about the group project will be given.	
9/21/2023	Guest speaker: Christina Noel. From Noel and Co. https://noelandco.io/	Please email Questions you will have about marketing your social impact brand
9/26/2023	Goal Setting: important for your business. Important for your Brand	
9/28/2023	Presentation Day	Group Assignment: Define the Mission, Vision, Values of the Business you are working on. Set goals for the next 3-5 years for the company you are working on
October:		
10/03/2023	Defining your Target Market and Niche	
10/05/2023	Importance of a S.W.O.T. Strengths, Weaknesses Opportunities and Threats	

10/10/2023	How to Position your Brand in the market	
10/12/2023	Guest Speaker: TBD	
10/17/2023	Crafting your Value Proposition.	
10/19/2023-10/20/2023	Fall Break! NO CLASS	
10/24/2023	How to build your Target Persona	
10/26/2023	Empathy Mapping	
10/31/2023	Presentation Day	Group: Complete a SWOT analysis on the company. Craft your brand positioning statement. Craft your value proposition
November		
11/02/2023	How to craft a brand personality & How to create the Vibe(culture for your brand)	
11/07/2023		
11/09/2023		
11/09/2023	Guest speaker: TBD	
11/14/2023	Group Working Day	
11/16/2023	Behaviors, Tone, Look and feel of your brand	
11/21/2023	No Class	
11/23/2023	Thanksgiving Break! NO CLASS	
11/28/2023	Brand pitfalls	
11/30/2023	Rebrands	Group Assignment: LOGO, brand attributes, Brand Colors, Brand voice
December		
12/05/2023	In Class activity	
12/12/2023	Last day of class	Final Project Due

Policy Statements

Academic Policies

University Class Attendance Policy (required)

University Policy: As stated in the University's Class Attendance Policy, no right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

- Authorized University activities: University Approved Absence Office (UAAO) website provides information and FAQs for students and FAQs for faculty related to University Approved Absences
- Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
- Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview, illness/ flu or club activity), instructors are encouraged to work directly with students to determine the best approach to missed classes and make-up assessment and assignments.

Honor Code Statement (required)

All students are expected to follow the guidelines of the UNC Honor Code. In particular, students are expected to refrain from "lying, cheating, or stealing" in the academic context. If you are unsure about which actions violate the Honor Code, please see me, or consult studentconduct.unc.edu.

Syllabus Changes (required)

The instructor reserves the right to make changes to the syllabus including project due dates and test dates. These changes will be announced as early as possible.

Acceptable Use Policy

By attending the University of North Carolina at Chapel Hill, you agree to abide by the University of North Carolina at Chapel Hill policies related to the acceptable use of IT systems and services. The Acceptable Use Policy (AUP) sets the expectation that you will use the University's technology resources responsibly, consistent with the University's mission. In the context of a class, it's quite likely you will participate in online activities that could include personal information about you or your peers, and the AUP addresses your obligations to protect the privacy of class participants. In addition, the AUP addresses matters of others' intellectual property, including copyright. These are only a couple of typical examples, so you should consult the full Information Technology Acceptable Use Policy, which covers topics related to using digital resources, such as privacy, confidentiality, and intellectual property. Additionally, consult the Safe Computing at UNC website for information about data security policies, updates, and tips on keeping your identity, information, and devices safe.

Data Security & Privacy

UNC-Chapel Hill Privacy Statement: Sakai's Discussion Forum, Assignments, DropBox, Gradebook, and Tests & Quizzes tools are designed to share FERPA-protected information privately between instructors and individual students.

Grade Appeal Process

If you have any concerns with grading and/or feel you have been awarded an incorrect grade, please discuss it with me as soon as possible. If we cannot resolve the issue, you may talk to our director of undergraduate studies or department chair.

Services & Student Support Policies

Accessibility Resources & Services (ARS) (required)

Accessibility Resources and Service (ARS – ars@unc.edu) receives requests for accommodations, and through the Student and Applicant Accommodations Policy determines eligibility and identifies reasonable accommodations for students with disabilities and/or chronic medical conditions to mitigate or remove the barriers experienced in accessing University courses, programs and activities. ARS also offers its Testing Center resources to students and instructors to facilitate the implementation of testing accommodations. Faculty and instructors with any concerns or questions about accommodations and/or their implementation, are invited to reach out to ARS to discuss.

Counseling & Psychological Services (CAPS) (required)

UNC-Chapel Hill is strongly committed to addressing the mental health needs of a diverse student body. The Heels Care Network website is a place to access the many mental health resources at Carolina. CAPS is the primary mental health provider for students, offering timely access to consultation and connection to clinically appropriate services. Go to their website <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health building for an initial evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 for immediate assistance.

Title IX Resources (required)

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/> or by contacting the University's Title IX Coordinator (Elizabeth Hall, titleixcoordinator@unc.edu) or the Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu). Confidential resources include Counseling and Psychological Services and the Gender Violence Services Coordinators (gvsc@unc.edu). Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered, and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek

assistance and file a report through the Report and Response Coordinators (email reportandresponse@unc.edu or see additional contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office at <https://eoc.unc.edu/report-an-incident/>.

Diversity Statement

I value the perspectives of individuals from all backgrounds reflecting the diversity of our students. I broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve. I appreciate any suggestions.

Undergraduate Testing Center

The College of Arts and Sciences provides a secure, proctored environment in which exams can be taken. The center works with instructors to proctor exams for their undergraduate students who are not registered with ARS and who do not need testing accommodations as provided by ARS. In other words, the Center provides a proctored testing environment for students who are unable to take an exam at the normally scheduled time (with pre-arrangement by your instructor). For more information, visit <http://testingcenter.web.unc.edu/>.

Learning Center

Want to get the most out of this course or others this semester? Visit UNC's Learning Center at <http://learningcenter.unc.edu> to make an appointment or register for an event. Their free, popular programs will help you optimize your academic performance. Try academic coaching, peer tutoring, STEM support, ADHD/LD services, workshops and study camps, or review tips and tools available on the website.

Writing Center

For free feedback on any course writing projects, check out UNC's Writing Center. Writing Center coaches can assist with any writing project, including multimedia projects and application essays, at any stage of the writing process. You don't even need a draft to come visit. To schedule a 45-minute appointment, review quick tips, or request written feedback online, visit <http://writingcenter.unc.edu>.

Brand foundation

<https://www.coursera.org/articles/brand-strategy>

<https://blog.submittable.com/social-impact-examples/>

<https://www.spellbrand.com/10-commandments-of-brand-building>