

Overview

Artie Isaac, Mondays, 6:45 p.m. - 8:00 p.m., JVC Auditorium

Office Hours

I am available to you by appointment. We can meet on campus and discuss any questions or suggestions you might have — or just talk about anything. To schedule a meeting, please write me at artieisaac@gmail.com.

Class Website

You can find all assigned readings, videos and more materials on *GoStudio*. There is no textbook.

Course Description

Marketing For Designers prepares students to energetically and thoughtfully launch into projects, jobs and stages of life with tools that address daily strategic, motivational and ethical challenges. This course introduces:

- **marketing strategy** — why people do what they do and how your work can influence their behavior;
- **ethical responsibility** — understanding the broader implications of your decisions in art, design and beyond;
- **personal creativity** — how to stay fresh, expand curiosity, and fuel your productivity.

The course features reading, weekly participation, one individual writing assignment, a midterm and optional final examination, and a group written report and possible presentation.

Course Goals

CCAD graduates must know more than *how* to produce great work. Studying consumer behavior models, ethical considerations, and personal motivation, this course intends to educate students in the strategic “whys” of professional and personal creativity. This understanding will magnify the value of the strong, tactical “how to” training offered throughout the CCAD program of study.

Student Learning Objectives

At the conclusion of this course, you should be able to:

- Anticipate, develop, understand, and apply marketing strategies, with a ready-to-use marketing worksheet (“*The Tool*”);
- Contemplate, comprehend, and discuss the ethics of work, home, and community;
- Develop methods for personal creativity and ingenuity, with a ready-to-use brainstorming worksheet (“*Go Artie*”);
- Advance creative adventures with a ready-to-use planning worksheet (“*Carry Forth*”); and
- Enjoy a life of greater engagement and deeper understanding.

Guidelines

- Attendance is mandatory. **If you miss class, I cannot tell you what you missed.** (If One Stop Student Services verifies your absence, I will try to help you recover.) Please do *not* send me emails asking if it is OK to miss class. Please, also, do *not* send me notes (before or after missing class) telling me that you overslept, had a family obligation or job interview, or chose to attend a more interesting, more useful presentation by a better looking, more intelligent teacher.
- Stay ahead on readings and assignments.
- No anti-intellectualism, no eye-rolling.
- Class will begin promptly at 6:45 p.m.; assignments are due before class.

Overview, continued

Grading

Grading is done by a team of graders using rubrics which are posted with the assignments on GoStudio.

General business standards:

- A = client ready
- B = strong understanding with application
- C = understanding without direct application
- D = faulty understanding
- F = disrupts class, no understanding, physically injures professor

Minimum standards:

- If you have not submitted a passing retail study and midterm examination by the class midterm deadline, you will be reported to the registrar as "Midterm Deficient."
- **If you have not submitted a passing retail study and a passing midterm examination before the grading deadlines, you will fail this class.**

Your cumulative course grade will be determined as follows:

- Retail study: 15%
- Midterm examination: 70%
- Group project: 15% (If your group complains about you, you will receive no credit.)
- *The final examination is an optional replacement for the midterm examination without jeopardy.* (That means: If you choose to take the final examination, and receive a grade that is *higher* than the grade you received on your midterm examination, the final examination grade will replace the midterm examination grade in the above calculation. However, if you choose to take the final examination, and receive a grade that is *lower* than the grade you received on your midterm examination, the final examination grade will be disregarded. *In any case, you must submit a midterm examination; you are not allowed to skip the midterm and take the final.*)

There are no "extra credit" assignments.

Group Project

- You will be automatically placed in a group.
- You are responsible for working with the group.
- Your group must submit a report in two versions:
 - A completed version of *The Tool*. Each group submits one copy.
 - A three-minute (strict maximum) video with each member of the group describing one strategic idea.
- Some groups will be chosen for presentation to the class.
- Many students do not like group projects. The group project is assigned, not because students like it, but because it encourages student-to-student teaching and learning and because it fairly replicates how marketing strategy is developed in the real world.
- **If your group reports that you did not fully contribute, you will receive no credit for the group assignment.**

Responsibility for Record Keeping

You must retain a copy of all your work for your records. The instructor is not responsible for loss of original work.

Overview, continued

Required Statement on Disabilities

If you have a documented disability as described by the Rehabilitation Act of 1973 (P.L. 933-112 Section 504) and Americans with Disabilities Act (ADA), you may be able to receive accommodations to assist in programmatic and physical accessibility. We recommend that you contact Disability Services at the One Stop Student Services in the Loann Crane Center. Disability Services can assist you and the instructor in formulating a reasonable accommodation plan and provide support in developing appropriate accommodations for your disability. Course requirements will not be waived, but accommodations may be made to assist you to meet the requirements. Technical support may also be available.

The One Stop Student Services officer designated as the Disabilities Advisor can help faculty with ways to make accommodations for affected students, supply information about other services at the college, or make referrals. The Disabilities Advisor can explain in detail faculty responsibilities and the college's policies regarding disabilities and special learning needs.

The Learning Center, located on the first floor lower level of the Loann Crane Center, provides students with peer tutors, special computer-aided study tools, and access to assistance with their study skills. For more information, contact the One Stop Student Services.

Copyright Information

The readings are provided to students at no charge for academic purposes. This represents a fair use, pursuant to the 1976 U.S. Copyright Act, Chapter 1, Section 107: "Limitations on exclusive rights: Fair use," in which: "the fair use of a copyrighted work, including such use by reproduction in copies ... for purposes such as ...teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright."

Moreover, it is my intention to demonstrate to you the value of purchasing the resources.

Class Schedule

All assignments are available on *Go Studio*. There is no textbook for this class.

Class #1 (1/23/12)

Basic Questions:

Who are you?

Target Audience

Category Definition

Class Orientation

Assignment: Read "Morrie Yohai, 90, the Man Behind Cheez Doodles," *New York Times*, 8/3/10. View "TED: Malcolm Gladwell on spaghetti sauce."

Class #2 (1/30/12)

Product: Product Life Cycle

Assignment: Read the RipStik® Caster Board website; "Juan Metzger, 79, Is Dead; He Put the Fruit in Yogurt," *New York Times*, 9/10/98; "Ellery Chun, 91, Popularizer Of The Shirt That Won Hawaii," *New York Times*, 6/8/00; "William Rosenberg, 86, Founder of Dunkin' Donuts," *New York Times*, 9/23/02.

Class #3 (2/6/12)

Customer Perspective:

Hierarchy of Needs

Timing Sequence Model

Assignment: Read "The Science of Shopping" by Malcolm Gladwell, *The New Yorker*, 11/6/96.

RETAIL STUDY (due before class #3): Submit a completed Retail Study, comparing your observations of any retailer to the observations of Paco Underhill (from "The Science of Shopping").

Class #4 (2/13/12)

Decision Making:

Theory of Reasoned Action

Assignment: Apply the Hierarchy of Needs and Timing Sequence models on your own.

Class #5 (2/20/12)

Competition: Positioning Strategy

Assignment: Apply Theory of Reasoned Action on your own.

Class #6 (2/27/12)

Top 5

Review of Models and Top 5

Assignment: Review all models on The Tool.

The mandatory midterm examination will be distributed at the end of class on February 27th. This optional take-home exam is due (scanned and printed as a .pdf) to ccadexam@gmail.com by noon, Wednesday, February 29th. It is "open-book" and "open-notes," but "shut-mouth." That is: you may refer to your notes, but you may not discuss the test with others. Be sure to check your .pdf to make sure it is complete and legible.

Class #7 (3/5/12)

Branding

Assignment: Start working with your group.

Class Schedule (continued)

Class #8 (3/12/12) **Assignment:** View "The Story of Stuff" by Annie Leonard.
Ethics in Marketing, Design, Life

(3/19/12)
Spring Break (no class)

Class #9 (3/26/12) **Assignment:** Review the *Go Artie* worksheet.
Methods for Creativity

Class #10 (4/2/12) **GROUP ASSIGNMENT** (due before class #10):
Group Presentations Submit a final report and three-minute (maximum) video, analyzing your product with all the models.

Class #11 (4/9/12) **Assignment:** Visit *artieisaac.com*, *twowheeling.com*,
Personal Marketing: Ancient *LinkedIn.com*, *SpeakerSite.com*, *amazon.com*,
Techniques, New Media and *Twitter.com*, and *Tumblr.com*. And read the *Mackay 66*.
Social Marketing

Class #12 (4/16/12)
Marketing Assessment

Class #13 (4/23/12) **Assignment:** Review the *Carry Forth (Big Version)*
A Life of Creativity worksheet.

Class #14 (4/30/12) **Assignment:** Read "Brown's Job" from *The 100 Greatest*
Final Lecture and Review *Advertisements* by Julian Lewis Watkins, 1959, 2nd ed.,
(June 1959), Dover Publications, ISBN: 0486205401.

The optional final examination will be distributed at the end of class on April 30th. This optional take-home exam is due (scanned and printed as a .pdf) to ccadexam@gmail.com by noon, Wednesday, May 2nd. NO LATE PAPERS WILL BE ACCEPTED. It is "open-book" and "open-notes," but "shut-mouth." That is: you may refer to your notes, but you may not discuss the test with others. Be sure to check your .pdf to make sure it is complete and legible.

Class #15 (5/7/12)
Question Time (*optional*) This class is optional. The students may ask questions of the teacher on any topic. The class will end at either 8 p.m. or whenever there are no students present, whichever is sooner. **Assignment:** View TED: Jill Bolte Taylor's "Stroke of Insight."

All assignments are available on *Go Studio*. There is no textbook for this class.