

**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 are not to be used in the classroom. The instructor and constitute inappropriate behavior. These and similar practices.