



NYU

**ROBERT F. WAGNER GRADUATE
SCHOOL OF PUBLIC SERVICE**

PADM-GP 4137 / EXEC-GP 4137

Communications and Branding for Nonprofits

Spring 2022

Instructor Information

- Jose Carbonell
- Email: jc9911@nyu.edu | Mobile: 973-280-4654
- Emails and calls will be returned within one business day
- Office hours: by appointment

Lectures:

- Meeting Times: 9am-10:40am on Saturdays Jan 29, Feb 12, Feb 26, Mar 12, Apr 2, Apr 16, Apr 30
- Location: 194 Mercer St, Room 306B

Course Description

An organization's brand can help it raise money, create change, and recruit participants as it effectively communicates its mission. But a brand is more than just a logo or a memorized elevator pitch, it is the way both internal and external audiences perceive your organization—and shaping this perception is as essential to the success of nonprofit and public organizations as it is to for-profit organizations. And since many nonprofits have limited staff and financial resources available for communications activities, it is even more important that these resources be deployed as strategically as possible. This course will offer an overview of branding and communications concepts, helping students approach communications in a way that builds commitment to their organization's mission, increases trust, creates ambassadors, and strengthens impact. Students will gain a basic familiarity with a variety of branding principles and develop strategic marketing recommendations for an organization of their choosing.

Course and Learning Objectives

By the end of this course, students should know:

1. The key building blocks of a brand, a brand audit, and a brand plan
2. The role of partners and different types media in growing a brand
3. How to conduct a brand audit and identify the main elements of an organization's brand
4. How to write a creative brief and a RFP
5. How to objectively evaluate the quality of a brand's marketing efforts

Class Topics

Class #	Date	Class Topic
1	1/29	What are the key building blocks of a brand
2	2/12	How do you create a brand identity
3	2/26	What do you need to make a strong brand plan
4	3/12	How and when do you use different types of media
5	4/2	How do you conduct a brand audit
6	4/16	What's the role of partners in brand building
7	4/30	How do you create effective marketing

Course Requirements

- Class attendance and participation is an integral part of this class and will count towards 30% of your grade; note that participation is rated based on quality, not quantity
- For each class, you will be asked to read online articles (all free) and submit one written assignment
- Each written assignment is due by 5pm on the Wednesday prior to the class; the only exception is for the final project which will be due at the start of the last class
- For your final project, you will be asked to conduct a brand audit on any organization of your choosing, and provide 2-3 recommendations on how they can strengthen their brand
- While the use of laptops is allowed during class, cell phone use is not
- There are no prerequisites for this course

Course Schedule

1. Session 1: Saturday, January 29

Topic: What are the key building blocks of a brand

Required Reading/Viewing:

- [What is Branding](#), The Branding Journal
- [Difference Between A Mission Statement And A Vision Statement](#), Bernard Marr & Co
- [How to Identify And Define Your Core Brand Values](#), Jennifer Bourn
- [Why You Must Define Your Target Audience and How to Do It](#), Raubi Perilli
- [Brand Positioning Statements \(with 8 Examples\)](#), MerlinOne
- **(Assignment: Complete this student [survey](#) - due 5pm on Wednesday, January 26**

2. Session 2: Saturday, February 12

Topic: How do you create a brand identity

Required Reading:

- [What is Brand Identity and why is it important to my business](#), Mark Vaesen
- [Understanding Brand Identity](#), Aaron Taylor
- [10 Elements You Can Use to Help Develop Your Brand Identity](#), Marcia Stone
- [Brand Personality Definition, Frameworks & Examples to Inspire You](#), EndeavorCreative

Assignment: Find three pieces of marketing materials from the same brand and describe their brand identity (visual, voice, personality) - enter your information using this [form](#) - **due 5pm on Wednesday, February 9**

3. Session 3: Saturday, February 26

Topic: What do you need to make a strong brand plan

Required Reading:

- [How to build a smart brand plan everyone can follow](#), Graham Robertson
- [Why Your Brand Plan Is More Important Than Your Business Plan](#), Areva Martin
- [A Guide To Choosing The Right KPIs For Your Business](#), Christy Martin
- [NYU Wagner 2017-2018 Goals](#), NYU Wagner

Assignment: Review the 2017-2018 NYU Wagner goals and answer these two questions using this [form](#) - **due 5pm on Wednesday, February 23**

- How would you describe the clarity, actionability, and measurability of the 2017-2018 Wagner goals?
- How could Wagner modify their goals to make them more measurable and actionable?

4. Session 4: Saturday, March 12

Topic: How and when do you use different types of media

Required Reading:

- [Paid, Owned, Earned Media – How To Get the Best Of Each Type](#), Megan Mosley
- [Paid, Earned, and Owned Media](#), Textbroker
- [Lead Generation](#), Optimizely

Assignment: Find examples of Paid, Owned, and Earned media and describe what you think the goal was of each piece using this [form](#) - due 5pm on Wednesday, March 9

5. Session 5: Saturday, April 2

Topic: How do you conduct a brand audit

Required Reading:

- [How to Do a Brand Audit](#), Score
- [How To Conduct A Brand Audit](#), CampaignDrive
- [10 Brand Health Metrics You Need To Know](#), Attest

Assignment: Select your brand for your brand audit project & fill out this [worksheet](#) - due 5pm on Wednesday, March 30

6. Session 6: Saturday, April 16

Topic: What's the role of partners in brand building

Required Reading:

- [What you need to know about brand partnerships](#), Robert Brown
- [Corporate Partnerships: A Guide for Nonprofits](#), Galaxy Digital
- [Influencer Marketing Strategy: A 10 Step Guide for Marketers](#), Mediakix

Assignment: Answer these two questions using this [form](#) - due 5pm on Wednesday, April 13

- Find one good or one bad example of a corporate partnership and write a key reason why they're good or bad
- Find one good or one bad example of an influencer partnership and write a key reason why they're good or bad

7. Session 7: Saturday, April 30

Topic: How do you create effective marketing

Required Reading:

- [Everything you need to know about an rfp for marketing services](#), Nora Fulmer
- [How to Write a Creative Brief \[With Examples\]](#), Meredith Turits
- [Six simple steps to evaluating creative](#), Quantum Communications
- [10 “pro bono” project guidelines to find the right non-profit clients](#), Karl Sakas

Assignment:

Conduct a brand audit for any organization using this [form](#) - due 9:30am on Saturday, April 30

Grading

Your final grade will be calculated as follows:

1. Class attendance and participation: 30%
2. Worksheets: 40%
 - a. Brand identity worksheet: 10%
 - b. Brand plan worksheet: 10%
 - c. Media worksheet: 10%
 - d. Brand partner worksheet: 10%
3. Final Project: 30%

I will also grade you in accordance to [Wagner’s grading guidelines, available for your review here.](#)

Grading Rubric

I will evaluate your work on the quality of your insights and your ability to demonstrate that you have processed the readings and reflected on our class discussions. I expect your projects to be organized, thoughtful, and well written.

Participation

I will use this rubric when calculating your participation grade:

- 28-30%: “A” Level Participation
 - Attends all classes and is always on time
 - Frequently contributes to class conversation (roughly once or twice per class)
 - Comments are clear, succinct, and relevant to the current conversation
- 24-27%: “B” Level Participation
 - Misses one class
 - Sometimes contributes to class conversation
 - Comments are sometimes unclear, long-winded, or not relevant to discussion
- 20-23%: “C” Level Participation
 - Misses two classes

- Arrives late more than once
- Rarely contributes to class conversation

Brand Audit Project

- **Critical Thinking (50%):** Uses learnings from the class to provide an insightful, accurate, and focused analysis of your brand
- **Writing (25%):** Writing is succinct, compelling, and communicates key points clearly
- **Recommendations (25%):** Recommendations address actionable areas where your brand can improve and takes into account resource constraints of nonprofit organizations

Academic Integrity

Academic integrity is a vital component of Wagner and NYU. All students enrolled in this class are required to read and abide by [Wagner's Academic Code](#). All Wagner students have already read and signed the [Wagner Academic Oath](#). Plagiarism of any form will not be tolerated and students in this class are expected to report violations to me. If any student in this class is unsure about what is expected of you and how to abide by the academic code, you should consult with me.

Henry and Lucy Moses Center for Student Accessibility

Academic accommodations are available for students with disabilities. Please visit the [Moses Center for Students with Disabilities \(CSD\) website](#) and click on the Reasonable Accommodations and How to Register tab or call or email CSD at (212-998-4980 or mosescsd@nyu.edu) for information. Students who are requesting academic accommodations are strongly advised to reach out to the Moses Center as early as possible in the semester for assistance.

NYU's Calendar Policy on Religious Holidays

NYU's Calendar Policy on Religious Holidays states that members of any religious group may, without penalty, absent themselves from classes when required in compliance with their religious obligations. Please notify me in advance of religious holidays that might coincide with assignments or course meeting dates to schedule mutually acceptable alternatives.