Brand Marketing and Communications

June 2–August 1, 2014
Professor Grace Zimmerman

PROGRAM OVERVIEW
Take an intensive look at the two important and inter-related marketing issues of branding and marketing communications while gaining the tools to understand how brands as diverse as Lady Gaga, IKEA and Microsoft are developed and communicated to sustain ardent fans and enthusiasts. Debate case analyses, hear from professional guest speakers, work on a marketing communications group project, examine the use of social media and cause marketing, and play in a competitive, online simulation game which draws on every aspect of marketing, branding and communications in order to gain practical experience in traditional marketing and branding techniques. All of these ideas and skills will be put to use through in-field projects. These supervised, consulting-like projects will be for a variety of marketing organizations from advertising agencies to marketing departments of start-ups and Fortune 500 companies.

CURRICULUM
BUS 54aj Branding Strategy
BUS 157aj Marketing Communications
BUS 195aj Field Projects

(Prerequisite: BUS 52a Marketing Management or the equivalent)

ABOUT JBS
JBS takes two methods of study — classroom training and experiential learning — and joins them in a unique curriculum that enables you to engage fully in a topic you are passionate about.

JBS ALLOWS YOU TO:
› earn 12 credits
› build close relationships with faculty and peers
› engage with the community
› open avenues for internships
› expand your network
› acquire skills for your future
› fulfill many university requirements

APPLICATION DEADLINE
March 1, 2014: Priority Deadline
March 15, 2014: Final Deadline
Applications are reviewed on a rolling admissions basis until the closing deadline.

Limited financial aid is available.

“This experiential learning opportunity was incredibly empowering. It encouraged me to make connections that I never would have made, and allowed me to step out of the Brandeis bubble and into the real world.”

JBS Summer 2012 student
JBS Advantages

Students in JBS will experience learning in a different way. The programs connect select faculty and students to explore academic and real world topics in innovative and engaging ways. Through inspired teaching, students engage their learning in small programs that focus on unique topics. This immersive approach will help students broaden their academic knowledge while also honing practical skills applicable to their post-college careers.

JBS ADVANTAGES INCLUDE:

SMALL CLASS SIZES
Participants in this program will build a strong network of professors and peers. With the benefit of small class sizes, learning will become a collaborative process, as professors are able to engage students on a more personal level, and students and their peers share their own ideas and experiences.

REAL-WORLD EXPERIENCE
Through field-based research, community-engaged learning, and internships the program helps prepare students for life after college. Students not only see firsthand what it might be like to work in their field of interest, they also are able to forge relationships with professionals in that field.

INCREASED INTERNSHIP OPPORTUNITIES
The competition for a summer internship can be intense, and it may be difficult to land your first choice. So why not expand your options by completing an internship during the school year? With the credits you earn during the JBS summer program, you’ll be able to take some time during the fall or spring semester to work or to complete an internship.

FULFILLMENT OF ACADEMIC REQUIREMENTS/ACADEMIC FLEXIBILITY
As a participant in JBS, you’ll find that you can easily meet some general requirements while also engaging in this unique academic experience. And, by fulfilling your requirements now, you’ll have time for electives or internships later.

GRADUATE SCHOOL OPPORTUNITIES
Much like grad school, JBS is focused in a particular subject area. As such, the program can give you a glimpse into whether the topic you are engaged in is something you would like to pursue further in graduate studies. In addition, the experience gained through the program could help you stand out as a candidate for grad school.

HELPS FULFILL RESIDENCY REQUIREMENT
For Brandeis students: A JBS semester also counts toward the Brandeis University residency requirement of seven full-time semesters at Brandeis in order to graduate with a Brandeis degree.

“...This learning environment is much more conducive to gaining fuller, more rooted knowledge, as it enables students to make personal connections with the course material.”

JBS Summer 2010 student

A Justice Brandeis Semester (JBS) is an engaging, immersive academic program in which small groups of students explore a thematic topic through inquiry-based courses linked to real-world experiential opportunities.

JBS field-based research, creative work, community-engaged learning, or internships allow students to:

> gain real-world experience through experiential learning.
> build close relationships with professors and small groups of students.
> acquire skills that will make them stand apart from their peers after college.

www.brandeis.edu/jbs