Making the Invisible Visible: Dissecting the Real World trends of Social Brands

A hands-on real-world experience to collaboratively co-create and explore ways to harness the trends of tomorrow that aren’t necessarily visible today. Savvy consumers are increasingly participating in brands rather than merely receiving their messages, and bold brands are becoming open, participatory, experiential & experimental. Cutting edge organizations stoke conversations, co-create experiences, build context and stories relevant to their audience, and inspire participatory relationships with consumers. How do brands (old and new) create the context within social media to start a dialogue, empower consumers to build their brand moments in an omni-channel environment? How do these companies then use AI to understand trends to build their brand essence? This is the future of Marketing - contextual, human centric, participatory and this class is a hands-on, project-based course that will collaboratively and creatively explore these questions. The class will explore provocative real-world examples and have intriguing guests. The class is designed to track macro-trends, align micro-trends and build hypothesis with the design of a social experiment around an existing brand (or new idea) while visualizing a creative solution that focuses on a path from strategy to execution. Inviting folks on campus to participate the teams will capture the brand experience they created on video, it's impact, and learnings. These will be presented to a board for feedback, consideration and real-world implementation.

This course will integrate brand strategy, trend tracking, human-centered methods, rapid prototyping, and a bias toward action. This is a class for those that want a learning journey that is actionable in the Real World.

Once the concept of the course curriculum is approved a more detailed syllabus will be provided.