COURSE SYLLABUS
MKT 360-03 Brand Management
Spring 2019

Section 23199  MW 2:00-3:15  Room: ECTR, 103

Professor:  Dr. Jennifer B. Barhorst
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Email: barhorstj@cofc.edu
Office: Beatty Center, Room 434

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Beatty Center, Room 434


Supplemental Materials:  Chateaux Margaux case study, available at a discount and for purchase via this link: https://hbsp.harvard.edu/import/594733

Prerequisites:  Junior standing (60 hours)

COURSE DESCRIPTION

A firm’s brand name, identity, image and reputation are among its most valuable assets. A relentless focus on the management of these assets is therefore critical, yet doing so has become increasingly difficult for the following reasons

- advances in technology have enabled all stakeholders of a firm to voice their opinions and to share their brand experiences
- new and emerging technologies continue to transform the way in which consumers engage with brands
- an increase in the scrutiny of firms and their activities in relation to their societal and the environmental impacts
- economic changes in an increasingly protectionist world
- brand erosion due to dominant players in the market
- increased competition and costs
It is thus important for students to obtain an understanding of key brand management strategies and tactics in order to be successful in today’s evolving competitive landscape. This course is comprised of the following learning objectives:

1. Develop a fundamental understanding of brand management principles
2. Develop an understanding of brand management tactics including planning, implementing and evaluating brand strategies
3. Understand key trends in global brand management today
4. Understand the technological, political, social, economic, legal and environmental issues that influence brand decision making
5. Develop an ability to use theories, models and metrics to make brand management decisions

SCHOOL OF BUSINESS LEARNING GOALS

1. **Communication skills**: students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. *Brand management classroom discussions, exams, case studies and group projects support the achievement of this goal.*
2. **Quantitative fluency**: students will demonstrate competency in logical reasoning and data analysis skills. *Brand management exams, case studies and group projects support the achievement of this goal.*
3. **Global and civic responsibility**: students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in address these issues. *A focus on the global political, economic, social, technological, environmental and legal aspects of brand management via case studies, class discussions and group projects support the achievement of this goal.*
4. **Intellectual Innovation and Creativity**: students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. *The brand management group presentation and project provide ample opportunities for students to demonstrate these skills and to support the achievement this goal.*
5. **Synthesis**: students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. *Brand management case studies and group projects support the achievement of this goal.*

TEACHING PHILOSOPHY AND CLASSROOM APPROACH

Having spent the majority of my career outside of academia, I believe in facilitating learning experiences that will not only help you to learn the topics covered in class, but to actually perform on the job. The class is therefore comprised of several activities focused not only on
reviewing and learning content, but also practical exercises that will build your skills and confidence. We do this through four key activities:

- Textbook chapters and other assigned readings
- Lectures and discussions
- Case study analysis and discussions
- Group projects that provide practical experience

The best classes are fun, interesting, interactive and thought provoking. We therefore all have a role to play in ensure that these criteria are met. For my part, I will come to class prepared with lectures that are not only based on our topics for the week, but intertwined with interesting examples and fun activities (e.g. brand post-mortems). For your part, I expect you to be prepared for class by completing assigned readings in advance of class and being ready to actively participate in class discussions and activities.

**COURSE REQUIREMENTS AND EVALUATION**

Your final grade is comprised of the following:

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<thead>
<tr>
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<th>Percent</th>
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<tbody>
<tr>
<td>Individual case study analysis and report</td>
<td>10%</td>
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<tr>
<td>Group current events situation analysis</td>
<td>15%</td>
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<tr>
<td>Exam 1</td>
<td>15%</td>
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<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>BrandWatch certification</td>
<td>5%</td>
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<tr>
<td>Brand audit group project</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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1. **CASE STUDY**
   You will be required to read, analyze, discuss and provide a brief write-up for one case study **worth 10% of your final grade**. Detailed instructions are on Oaks and will be covered in the first week of class. The cases have been provided by Harvard at a student discount and can be purchased via this link: [https://hbsp.harvard.edu/import/594733](https://hbsp.harvard.edu/import/594733)

2. **GROUP CURRENT EVENTS SITUATION ANALYSIS**
   The global competitive environment is constantly evolving due to changes brought about by political, economic, social, technological, environmental and legal (PESTEL) activities. In a team of 5-6, you will report on one current event related to any recent (within 6 months) PESTEL activity that may impact a firm or industry’s brand management practices in the future. This activity is worth **15% of the final grade**. Detailed instructions are on OAKS and will be covered the first week of class.
3. EXAMS
Covering lectures, textbook chapters, cases and supplementary reading, there are two exams during the semester worth **35% of the final grade**. Exams may be comprised of essay, short answer and multiple-choice questions.

4. PARTICIPATION
This course has been designed to facilitate classroom discussion on topics concerning brand management. As such, your **thoughtful, planned and courteous contributions** to this class are crucial to successful learning outcomes. It is therefore paramount that you come to class ready to discuss what you have learned and to participate in classroom activities.

Quality of contributions, class attendance and courteous/professional behavior will all count toward your final participation grade (worth **10% of the final grade**). Missing class, not participating, being late, disruptive behavior (including texting, surfing the internet, chatting online) will detract from your final participation grade.

5. BRANDWATCH CERTIFICATION
**Brandwatch** is a social media analytics tool that tracks billions of conversations happening online everyday, including blogs, news, forums, videos, twitter, reviews, image, Facebook, etc. and allows brands and companies to understand consumer insights, trends, influencers, and brand perception.

To complete the certification, you will need to watch 3-5 hours of videos, review the study guide and take the quiz. Once you have passed the quiz, you will be awarded a certification which you will need to submit on Oaks, **worth 5% of your final grade**. You will also then be given access for three months to the Brandwatch Analytics platform. You will use this platform to conduct social listening in support of your group project.

6. GROUP PROJECT
The Brand Audit Group project is worth **25% of the final grade**. Groups will be comprised of 5-6 team members. Detailed instructions are on OAKS and will be covering the first week of class.

WEEKLY READING
In order to be prepared for weekly discussions, you should pay careful attention to the ‘Assignment’ section of the schedule and ensure that you read the assigned chapters, cases and articles before class.

*OTHER ASSIGNMENTS
There may or may not be other assignments (e.g., quizzes, assigned questions/exercises, and online exercises). If such assignments are used, the additional points will be added to the overall total points accumulated in this class. Regardless of the assignment, the **Grading Scale (see below)** remains the same.

GRADING SCALE
CLASS POLICIES

1. Attendance:
   • Attendance for each class period is required.

2. Deadlines
   • Failure to meet deadlines will result in a zero on cases, assignments and group projects.

3. Grades
   • I do not discuss grades over email. If you need to discuss your grade, make an appointment with me via email, barhorstj@cofc.edu.

4. Excused/Unexcused Absences
   • To qualify for an excused absence, the student must communicate with the professor at least one hour before class.
   • Excused absences will be considered with proper/appropriate documentation (e.g., note from doctor).
   • Engagements pertaining to official CofC business (e.g., school trips, and direct participation in athletic events) are excused absences.
   • Student athletes and other individuals on official CofC business must provide proper/appropriate documentation regarding the absence at least one week before the scheduled absence.
   • Due to the lead time provided for assignments, case studies and group projects, late submissions will not be accepted. As above, a zero grade will be given. In the event of unusual circumstances, the Professor reserves the right to evaluate individual situations on a case-by-case basis.

5. Use of mobile phones, tablets and laptops
   • The use of all devices, including cell phones, laptop computers and tablets is expressly forbidden in the classroom during lectures and class discussions. Texting, receiving or sending messages, cell phone use, or the use of laptops/tablets during these times will result in immediate dismissal and a 2-point final grade penalty.
   • Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap. Please note that the use of these devices during team meetings in class to prepare assignments is not prohibited.

6. Student Honor Code:
   Students are expected to abide by the Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct

7. Disabilities:
   If you have a documented disability and are approved to receive accommodations through SNAP Services, please contact me.
THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS
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<thead>
<tr>
<th>Date</th>
<th>Topic/Reading</th>
<th>Assignment/Due Dates</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>01/09 No Class - Check Oaks</td>
<td>Syllabus overview [online](check Oaks)</td>
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<td>• Syllabus</td>
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<td>• Chapter 1</td>
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<td></td>
<td>• Read McLaughlin, J. (2011) <a href="Forbes">What is a Brand Anyway</a></td>
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<td>• Be ready to discuss Week 2:</td>
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<td>Select a brand from [Brand Z Top 100 Global brands](Interbrand’s Best Global Brands).</td>
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<td>Be prepared to discuss: what is your favorite brand and why? What makes it an outstanding brand?</td>
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<td><strong>Week 2</strong></td>
<td>01/14 Chapter 1: Brands and Brand Management</td>
<td>Chapter 2</td>
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<td>McLaughlin, J. (2011) <a href="Forbes">What is a Brand Anyway</a></td>
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<td>Favorite Brand Discussion</td>
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<td>Group projects overview and team formation</td>
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<td>01/16</td>
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<td><strong>Week 3</strong></td>
<td>01/21 No class</td>
<td>Chapter 3</td>
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<td>Chapter 2</td>
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<td>01/23</td>
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<td><strong>Week 4</strong></td>
<td>01/28 Chapter 3: Brand Resonance &amp; Brand Value Chain</td>
<td>Chapter 4</td>
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<td>Article for discussion – check Oaks</td>
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<td>01/30</td>
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<td>Week</td>
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| Week 5 | 02/04 | **Chapter 4: Choosing Brand Elements to Build Brand Equity**          | • Chapter 5  
• Prepare Chateau Margaux case study |
|        | 02/06 | Article discussion  
2. *Team presentation – current events situational analysis*          |                                                                            |
| Week 6 | 02/11 | **Chapter 5: Designing Marketing Programs to Build Brand Equity**    | • Marketing Chateau Margaux case study assignment due by 9am, 02/13  
• Chapter 6 and exam prep |
|        | 02/13 | Marketing Chateau Margaux case study discussion  
3. *Team presentation – current events situational analysis*          |                                                                            |
| Week 7 | 02/18 | **Chapter 6: Integrating Marketing Communications to Build Brand Equity** | • Chapter 7  
• Exam 1: Chapters 1-6 (in class, bring laptop) |
|        | 02/20 | **Chapter 7: Leveraging Secondary Brand Associations to Build Brand Equity** | • Chapter 8  
• Brandwatch certification due by 5pm, Friday, 03/01 |
<p>|        | 02/25 | 4. <em>Team presentation – current events situational analysis</em>          |                                                                            |
|        | 02/27 | <strong>Chapter 7: Leveraging Secondary Brand Associations to Build Brand Equity</strong> |                                                                            |</p>
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<tr>
<th>Week</th>
<th>Date</th>
<th>Chapter/Activity</th>
<th>Notes</th>
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| Week 9  | 03/04  | **Chapter 8**: Developing a Brand Equity Measurement and Management System | • Chapter 9  
5. *Team presentation – current events situational analysis*  
• Work on group projects |
|         | 03/06  | **Chapter 9**: Measuring Sources of Brand Equity: Capturing Customer Mindset | • Chapter 11  
• Work on group projects |
|         | 03/11  | **Chapter 9 continued**:  
6. *Team presentation – current events situational analysis* |   |
|         | 03/13  | **Chapter 9 continued**:  
6. *Team presentation – current events situational analysis* |   |
| Week 10 | 03/11  | **Chapter 9**: Measuring Sources of Brand Equity: Capturing Customer Mindset | • Chapter 11  
• Work on group projects |
|         | 03/13  | **Chapter 9 continued**:  
6. *Team presentation – current events situational analysis* |   |
| Week 11 | 03/25  | **Chapter 11**: Designing and Implementing Brand Architecture Strategies | • Chapter 12  
• Work on group projects |
|         | 03/27  | **Chapter 11**: Designing and Implementing Brand Architecture Strategies |   |
| Week 12 | 04/01  | **Chapter 12**: Introducing and Naming New Products and Brand Extensions | • Chapter 14  
• Work on group projects |
|         | 04/03  | **Chapter 14**: Managing Brands Over Geographic Boundaries |   |
| Week 13 | 04/08  | **Exam 2**: chapters 7, 8, 9, 11, 12, 14 (in class, bring laptop) | • Work on group projects |
|         | 04/10  | **No class -work on group projects outside of class** |   |
| Week 14 | 04/15  | **No class -work on group projects outside of class** | • **Group projects due by 9am, 04/17** |
|         | 04/17  | **Group project presentations – teams 1-3** |   |
| Week 16 | 04/22 | Group project presentations – teams 4-6 |