COURSE SYLLABUS
MKT 348 - Brand Management
Spring 2020

Section 23291  T 4:00-6:45 PM  Room: TCFE, 131

Professor: Dr. Jennifer B. Barhorst
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Office: Beatty Center, Room 434

Office Hours: Tues: 1:00 PM - 4:00 PM
Weds: 12:00 PM – 2:00 PM by appointment only (email barhorstj@cofc.edu to make an appointment)
Beatty Center, Room 434


Supplemental Materials: Case studies- Check Oaks

Prerequisites: ECON 200, ECON 201, MKTG 302, 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:

1. Textbook chapters and other assigned readings
2. Lectures and discussions
3. Case study analysis and discussions
4. Group projects that provide practical experience

The best classes are fun, interesting, interactive and thought provoking. We therefore all have a role to play to 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 are also comprised of 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:

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual case study analysis and report</td>
<td>10%</td>
</tr>
<tr>
<td>Group current events situation analysis</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>30%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>30%</td>
</tr>
<tr>
<td>Participation</td>
<td>5%</td>
</tr>
<tr>
<td>Brand audit group project</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

1. **GROUP CASE STUDY**
   In a group of 5-6 people, 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.

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 group 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 *10% 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 60% 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 5% 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. GROUP PROJECT
The Brand Audit Group project is worth 15% 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
100 - 94 (A); 93 – 90 (A-); 89 - 87 (B+); 86 - 83 (B); 82 – 80 (B-); 79 -77 (C+); 76 - 73 (C); 72 – 70 (C-); 69 - 67 (D+); 66 - 63 (D); 60 – 62 (D-); else (F)

CLASS POLICIES
1. Attendance:
- Attendance for each class period is required. More than two unexcused absences will result in a grade of WA (failure due to excessive absences).

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

3. Grades
- Please note that I have a strict policy with regard to grades. First, I will not discuss grades over email. Second, I do not negotiate grades. If you have
questions about a particular aspect of your grade, please 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., CofC Absence Memo **with documentation**).
   - 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.

8. **Inclement Weather Policy:**
   - If the College of Charleston closes and members of the community are evacuated due
     to inclement weather, students are responsible for taking course materials with them
     in order to continue with course assignments consistent with instructions provided by
     faculty. In cases of extended periods of institution-wide closure where students have
     relocated, instructors may articulate a plan that allows for supplemental academic
     engagement despite these circumstances.
   - Below is a table that outlines various scenarios that may occur due to inclement
     weather. Remember, it is your responsibility to check Oaks and email, and to keep
     your details up to date in the CougarAlert section of MyCharleston.
<table>
<thead>
<tr>
<th>Operational Status</th>
<th>Guidelines/Responsivities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Operations</td>
<td>Instruction continues to be delivered as normal and students are expected to continue with all course work, assignments, and be in attendance according to the course syllabus. Students who elect to depart early or delay their return are responsible for all missed work. Students should plan to take all course materials with them.</td>
</tr>
<tr>
<td>Closure</td>
<td>College is officially closed (formal announcement) and instruction is suspended. Students are responsible for taking all of their course materials with them and monitor email communication from faculty on how instruction will resume.</td>
</tr>
<tr>
<td>Recovery/Preparation to Resume Normal Operations</td>
<td>Course work could resume partially and/or gradually consistent with an articulated plan and instructions provided by the faculty. Students are expected to find internet access for email communication and access to course materials in OAKS.</td>
</tr>
</tbody>
</table>

THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS