COURSE SYLLABUS
MKT 348 - Brand Management
Fall 2020

Section 13117    T 4:00-6:45 PM     Online – Zoom & Oaks

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Office: Beatty Center, Room 434

Office Hours:    Zoom by appointment only (email barhorstj@cofc.edu to make an appointment)


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. 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. 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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<th>Percent</th>
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<tr>
<td>Group current events situation analysis</td>
<td>10%</td>
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<tr>
<td>Exam 1</td>
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<td>Exam 2</td>
<td>35%</td>
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<td>Group Project</td>
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<td>Participation</td>
<td>10%</td>
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<tr>
<td>Guest Speaker Events</td>
<td>5%</td>
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<td>Total</td>
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1. 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.

2. EXAMS
   Covering lectures, textbook chapters, cases and supplementary reading, there are two exams during the semester worth 65% of the final grade. Exams may be comprised of essay, short answer and multiple-choice questions.

3. GROUP PROJECT
   One group project worth 10% of your final grade. Check Oaks for details.

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 **14% 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. **GUEST SPEAKER EVENTS**
   Attendance at *The Make Your Mark Speaker Series* marketing speaker sessions and/or guest speakers in class. Dates/times of events will be posted on Oaks.

**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 recommended. Classes will take place online via Zoom from 4:00 PM to 6:45 PM on Tuesdays. Sessions will be recorded and uploaded to Oaks.
   - Class sessions will be recorded via both voice and video recording. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class.

2. Deadlines
   - Failure to meet deadlines will result in a zero on exams/assignments/group projects.
   - Failure to complete an online quiz or exam by the deadline will result in a zero.

3. Grades
   Please note that I have a strict policy with regard to grades.
   - I do not negotiate grades.
   - Final grades are rounded up to the nearest .5 – so an 89.3 will be recorded as an 89.5 and a B+, whereas an 89.6 will be recorded as a 90 and A-.
   - I do not provide extra credit at the end of the semester, so please do your very best all throughout.
   - I will not discuss grades over email, or after class. Make an appointment if you would like to discuss a particular aspect of your grade.

4. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the degree of deception involved.
   - Incidents where the instructor determines the student’s actions are related more to misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of the Dean of Students and placed in the student’s file.
   - Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent.
   - Students can find the complete Honor Code and all related processes in the Student Handbook at: http://deanofstudents.cofc.edu/honor-system/studenthandbook/.

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

6. 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