Professor: Dr. Jennifer B. Barhorst  
Phone: (843) 953-4810  
Email: barhorstj@cofc.edu  
Office: Beatty Center, Room 434

Office Hours: By appointment Tuesday 11:00 am to 3:30 pm or Wednesday 11:00 am to 1:50 PM. Other times may be available with inquiry (Zoom/Office).

*For questions related to class structure and class material, please use the Forum a Friend discussion board on Oaks rather than email. Using designated Oaks space will ensure the quickest and most in-depth response.


Prerequisites: ECON 200, ECON 201, MKTG 302, Junior standing (60 hours)

REQUIRED TECHNOLOGY  
Reliable internet access, microphone, webcam (recommended), Zoom account (recommended - available free with CofC email), and regular access to OAKS.

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, 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, 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 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 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
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.

**CLASS FORMAT**

This course is an in-person course that takes place on **Tuesdays at 4 PM in RSS 235** (unless otherwise noted in the detailed class schedule, email notification in the event of moving to Zoom, or cancelation of class).

Please also note the following:

- As noted previously, you are encouraged to use the *Forum a Friend* discussion board for any questions related to the class. This will not only help you, but also other members of the class who may have the same question.
- Attendance is recommended. You are, however, an adult and it is *not necessary to email me* if you are going to miss class.
- If you need to miss class due to illness or other reasons, please ask a friend to take notes for you.
PERSONAL, MENTAL HEALTH AND/OR WELLBEING ISSUES
I am an expert in brand management and digital marketing. As such, I am not professionally qualified to assist with personal, mental health and/or wellbeing issues. If you are experiencing personal, mental health and/or wellbeing issues, you are strongly encouraged to contact the amazing teams at the offices noted below.

- If you are having personal issues (inclusive of mental health, family, death, relationship, roommate, pressure, stress, etc.) please reach out to the amazing people at counseling services
- If you need information on withdrawal options and/or leaves of absences, please contact the CAPP office
- If you need support due to a disability, please contact the SNAP office
- If you need general tutoring or other academic support, please contact the Center for Student learning – they are also amazing!

COURSE REQUIREMENTS AND EVALUATION

Your final grade is comprised of the following:

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
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<tbody>
<tr>
<td>PESTEL situation analysis</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>22%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Exam 3</td>
<td>10%</td>
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<tr>
<td>Exam 4</td>
<td>9%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
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<tr>
<td>Group Project</td>
<td>15%</td>
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<tr>
<td>Research participation</td>
<td>4%</td>
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<tr>
<td>Bonus points – up to +10 points added to Exam I</td>
<td>+10 points</td>
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</tbody>
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1. GROUP PESTEL 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 second week of class.

2. EXAMS
Covering lectures, textbook chapters, cases and supplementary reading, there are four exams during the semester worth 61% of the final grade. Exams may be comprised of
essay, short answer, and multiple-choice questions.

3. **GROUP PROJECT**  
   One final group project worth 15% of your grade. Check Oaks for instructions.

4. **QUIZZES**  
   Two quizzes (worth 5% each) on supplementary material (see detailed schedule below and/or Oaks).

5. **RESEARCH PARTICIPATION**  
   **SOB Student Research Program or SSRP (4 @ 1% each):** You will receive credit for completing 4 SSRP credits during this semester worth 4% of your overall grade. 1 SSRP credit is worth 1% and typically means that the study lasts no more than 30 minutes. Some studies could be worth more than 1 credit, so please check the platform and study information for details. You must complete 4 credits to fulfill this requirement. Check Oaks for information.

6. **BONUS POINTS**  
   At the professor’s discretion, **UP TO 10 ADDITIONAL POINTS** may be added to EXAM I to reflect student participation in and contribution to discussions in class. Full 10 points are reserved for **truly outstanding** contribution to the class and will be added to Exam I at the end of the semester.

**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. **Deadlines**  
   - Failure to meet deadlines will **result in a zero** on quizzes, exams, discussion boards and certifications.

2. **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 any additional extra credit at the end of the semester, so please do your very best all throughout.
3. Exams

Please note the following strictly enforced policies when it comes to exams:

- Failure to complete the exam will result in a zero on the exam.
- When accompanied by official documentation to support an absence (i.e. Medical Doctor’s excuse, university event), the Professor may reschedule your exam (this is at the Professor’s discretion).
- Should the Professor reschedule your exam, failure to complete the rescheduled time will result in a zero on the exam.

4. Student Honor Code:

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

5. 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