COURSE SYLLABUS
MKT 348, BRAND MANAGEMENT
SPRING 2021

This course is an asynchronous and synchronous online course (completion of material online at an unspecified time (asynchronous) and attending Zoom sessions at a specified time (synchronous)). Asynchronous activities include reading chapters, viewing online lectures and assignments. Synchronous activities include sessions throughout the semester held live via Zoom for deep dives into topics and group project work. Zooms will take place during the scheduled time for this class, 4 pm Tuesdays and are required.

Professor: Dr. Jennifer B. Barhorst
Phone: (843) 953-4810
Email: barhorstj@cofc.edu
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, 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 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 prepare lectures that are not only based on our topics for the week but are also comprised of interesting examples. For your part, I expect you to be prepared 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>Component</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<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>20%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>10%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Guest Speaker Events</td>
<td>5%</td>
</tr>
<tr>
<td>Group Project</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

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 **60% of the final grade**. Exams may be comprised of essay, short answer, and multiple-choice questions.
3. PARTICIPATION
Attendance and participation in all Zoom sessions is required. Active participation includes turning on your camera, engaging in class discussions, and being prepared. This is worth 10% of your final grade.

4. 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 (5% of final grade).

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

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 Zoom session is required (check dates on Oaks). Classes will take place online via Zoom from 4:00 pm to 6:45 pm on scheduled Tuesdays.

2. Deadlines
   • Failure to meet deadlines will result in a zero on exams/assignments/group projects.

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/](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