COURSE SYLLABUS
MKT 348, BRAND MANAGEMENT
SPRING 2021
TUESDAYS – 4:00-6:45 PM
RSS 235

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Office: Beatty Center, Room 434

Office Hours: By appointment only (Zoom/Office). Mask required for in-office meetings.
*For questions related to class structure and class material, please use the Class Material Questions 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)

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.

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>33%</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>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Group Project</td>
<td>15%</td>
</tr>
<tr>
<td>Make Your Mark Event Attendance</td>
<td>2%</td>
</tr>
<tr>
<td>Bonus points – up to +10 points added to Exam I</td>
<td>+10 points</td>
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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 two exams during the semester worth **63% 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. **MAKE YOUR MARK EVENTS**  
   Attendance of two Make Your Mark events worth 2% of the final grade. Check Oaks for details.

5. **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.
   - I **will not** discuss grades over email. Please **make an appointment** if you would like to discuss a particular aspect of your grade.

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**