MKTG 4330.003 – Strategic Brand Management
MW 9:30-10:50 a.m.
Business Leadership Building 245
Prerequisite: MKTG 3650 (or equivalent) and MKTG 3700 (or be co-enrolled)

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Office Hours
M 8-10 a.m.
TTh 2-4 p.m.
or by Appointment

Required Texts
✓ Keller, Kevin Lane, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 3rd Edition. Upper Saddle River, New Jersey: Prentice Press, 2008.
ISBN-13: 978-0131888593

Learning Objectives
This course is designed to help students:
- Understand that a brand is one of the most important issues of a firm.
- Understand strategic brand management as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
- Understand the importance of consistency for the development of a brand.
- Learn the basic concepts and techniques for strategically managing a brand.
- Define branding strategies and make decisions.

By the end of the course, you are expected to have a clear understanding of brand management and to be able to analyze it with a certain degree of creativity and professional marketing skill. You should be able to define successful branding strategies and make and implement action plans based on a strategic marketing orientation. In summary, you should improve your marketing capabilities (knowledge, ability, and attitude) to prepare you as a marketing professional.

Learning Methodology
This course is designed around three fundamental concepts:
1. Learning by doing
2. Reflection in action
3. Coaching

Course Format
The course consists of 13 sessions from January to May. One full session and two half sessions will be devoted to exams, while the rest of the sessions will be devoted to covering the theory behind specific concepts.

Theory sessions – I will briefly introduce various stages of the Strategic Brand Management process. These classes will be based on traditional lecturer-led sessions, video case studies, short group exercises, article and case study analysis, question and answer sessions, etc. Heavy discussion and participation is expected, so you must come to class prepared. I am not here to "teach the text." In class, we will create learning experiences. The objective of these sessions is not to explain all the theory behind each topic, but to present a brief overview of each concept. The main work of studying the content of each topic is detail will be done by the student out of class. **All of the theoretical material, concepts, and models can be found in the course textbook and the suggested readings.**

Final report – Following the introductory theory session on each new topic, the project groups will be required to:
a) Apply the concepts to theory own project.
b) Start preparing a group report with full analysis.

A mid-term report from all the various topics throughout the first half of the term will provide the basis for the preparation of the final report (with modifications and changes incorporated).

The course is designed so that you experience brand management in action through the "strategic branding redesign group project." The group project is probably the most important aspect of the course. General guidelines are:

- The project will be done in groups of 5-6 students.
- The project will be developed throughout the course, applying the concepts learned to a particular brand, and will involve preparing a written report to be handed in at the end of the course.
- I will act as a tutor and will provide advice on the project.
- Under no circumstances will lake submissions be allowed.

Grading
Your final grade will be determined based on the following criteria:

Exams – 3 @ 50 points each*	150
Written Mid-Term Report	100
Final Report**	100
Final Presentation	50
Participation***	100
Total	**500**

Grades will be awarded based on the following:

90%-100% (450-500 points)	A
80%-89.9% (400-449 points)	B
70%-79.9% (350-399 points)	C
60%-69.9% (300-349 points)	D
Less than 60% (fewer than 300 points)	F

* In order for you to pass the course, you must obtain more than 50% in a least one exam. If you obtain less than 50% in all exams, you will automatically fail the course.

Peer evaluations – In order to avoid the "free-rider," a peer evaluation will be handed out during the last week of class. Each of you will have to complete it and hand it in. You will only evaluate your peers' work, contribution, and effort – **not your own. The total evaluation by each student's project mates will be considered in order to weight the group project grade assigned to each team member. **The index create by the peer evaluation depends on how each team member distributes the total work effort (100%) among their teammates. More TK.**

***Class participation and continuous evaluation – You're expected to adopt a positive and respectful attitude while in class and while working with group members. You are expected to read the papers/articles/chapters as outlined, to arrive on time and fully prepared for all classes, and to meet all deadlines during the course. I will monitor your attendance, the frequency and quality of your participation, the amount of interest shown in the course (inside and outside the classroom), and how much you enrich the class through your work. The participation scale is:

0-40 points: People who don't attend class regularly and when they do don't participate.
50 points: People who attend class but just sit there and listen.
60 points: People who attend class and participate from time to time.
70 points: People who attend class and participate often.
80 points: People who attend class and participate often and also show interest outside of the classroom.
90 points: People who attend class and have excellent participation and constant interest outside of the classroom.
100 points: People who meet all the previous standards and enrich the class with voluntary extra work.

All final grades are just that – FINAL. Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away.

Blackboard
The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Announcements (check Blackboard regularly, particularly before a class).
- Session content
- Articles
- Lectures
- Grade posting

Please use my personal email, not the Blackboard email, to contact me.

Classroom Etiquette
Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades.

I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

The use of cell phones, mobile devices, and laptops for non-course related purposes is prohibited during class. If your phone or mobile devices rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable each Tuesday and Thursday at this time. If you are using your mobile device in silent mode or your laptop for social networking, I will be happy to join in the conversation at a moment's notice.

Classes **may not** be tape-recorded or videotaped without permission of the instructor.

Student Evaluation of Teaching Effectiveness
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students because I want to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

ADA Compliance
The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the ADA and would like to request accommodation, please see me right away.

Academic Integrity Policy
Academic dishonesty includes cheating and plagiarism.

The term "cheating" includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other materials. (Source: Code of Conduct and Discipline at the University of North Texas)

For more information on academic dishonestly and academic integrity please see the following link:
http://vpaa.unt.edu/academic-integrity.htm

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Calendar – MKTG 4330.003 – Spring 2012

Class	Session	Readings	Module
1/17 & 1/19	**1) Introduction** • Class presentation • Group project organization • What is a brand? • Old vs. New Branding • Brand Equity	Ch. 1 "What is a Brand"	**Branding**
1/24 & 1/26	**2) Strategic Brand Management** • Mission • Reference market • Case study – "What Women Want"	"Marketing Myopia" "Reference Markets"	
1/31 & 2/2	**3) External and Internal Analysis** • Strategic analysis of a brand • Case study – P&G • Brand Life Cycle (SLC)	"Strategic Life Cycle"	
2/7 & 2/9	**4) Diagnosis / Development Strategies** • Key Success Factors / Competencies • Strategic SWOT • Prioritized strategic alternatives • Development strategies	"Blazing Trails to Brand Leadership"	
2/14	**Exam I**		
2/16	**5) Brand Identity** • Brand Origin • Brand Personality • Case study – Dunkin Donuts	"An Absolut Marketing Dream"	**Strategies**
2/21 & 2/23	**6) Segmentation** • 8 Steps (Case study – Barbie)	"Eight Steps"	
2/28 & 3/1	**7) Positioning** • Positioning Process • P.O.P. vs. P.O.D. • Attributes vs. Dimensions (SLC)	Ch. 3 "Why Brand When Positioning Will Do?"	
3/6 & 3/8	**8) Brand Building** • CBBE Model • Brand Community (case study – Harley) • Brand Elements (case study – Aflac) • Internal Branding	Ch. 2 & 4 "Getting Brand Communities Right"	
3/13 & 3/15	**Exam II & Mid-Term Report**		
3/27 & 3/29	**9) Brand Architecture** • Portfolio Strategy (case study – Hasbro)	Ch. 11-12	
4/3 & 4/5	**10) Brand Leveraging** • Sources (case study – Honest Tea)	Ch. 7	
4/10 & 4/12 4/17 & 4/19	**11) Brand Activation** • New Trends (Bernd Schmitt) • Product / Price / Channels / Communication • Case study – Nike	Ch. 5-6	**Activation**
4/24	**12) Brand Metrics** • Interbrand	Ch. 10	**Measurement**
4/26	**Exam III**		
5/1	**13) Review Class & Project Prep**		
5/3	**Presentations**		