**Syllabus, Summer 2022 5W1, Strategic Brand Management (MKTG 4330-002), Times:** Tuesday and Thursday 06:00 PM – 09:50 PM

**Class:** BLB 035

**Instructor Contact**

**Name:** Aaminah Z. Malik, TF

**Semester/ Year:** Summer 2022 5W1

**Office Hours:** Office hours: By appointment anytime Monday to Friday between 9:00 and 5:00

**Email:** aaminah.malik@unt.edu (**Add “MKTG 4330-002” in the subject line of your email**)

**TEXTBOOK:** Keller (2013), Strategic Brand Management, 4th Edition, Prentice Hall.

Remember that the following is an outline of the schedule. This will serve as a guide for what will happen during each session.

**THERE IS NO GUIDE FOR THE PROJECT**. At the end of each session the class will be informed of the plans for the next class and **instructions** for the next phase of the group project will be given. This reinforces the learning method.

# Learning Objectives

* To understand that a brand is one of the most important assets of a firm.
* To understand strategic brand management as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
* To understand the importance of consistency for the development of a brand. To learn the basic concepts and techniques for strategically managing a brand. To 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.

# Course Format

The course consists of 10 sessions from June 7th to July 8th. These 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, questions and answer sessions, etc. Heavy discussion and participation are 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 in 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.**

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# TENTATIVE CLASS SCHEDULE

|  |  |  |  |
| --- | --- | --- | --- |
| **MODULE** | **SESSION** | **CHAPTER** | **CLASS** |
| Introduction | 1. Introduction
	* Class presentation
	* Group project organization
	* What is a brand?
	* Old vs. new branding
	* Brand equity
 | Readings | 06/07 |
|  | 1. Introduction
	* Class presentation
	* Group project organization
	* What is a brand?
	* Old vs. new branding
	* Brand equity
 | Readings | 06/09 |
| Strategic Brand Vision | 1. Strategic Brand Management
	* Mission
	* Reference market definition
 |  Readings | 06/14 |
| 1. External and Internal analysis
	* Strategic analysis of a brand
	* Brand life cycle (SLC)
 |  Readings | 06/14 |
| 1. Diagnosis/ Development Strategies
	* Key success factors/ Distinctive competences
	* Strategic SWOT
	* Prioritized strategic alternatives
	* Development strategies

**Individual case 1** |  Readings | 06/16 |
|  | **Project Report part one** |  | **06/21** |
|  | **Exam 1** |  | **06/21** |
| Strategies | 1. Brand Identity
	* Brand origin
	* Brand personality
 | Readings | 06/21 |
| 1. Segmentation
	* 8 steps
 | Readings | 06/23 |

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| --- | --- | --- | --- |
|  | 1. Positioning
	* Positioning process
	* P.O.P vs. P.O.D.
	* Difference between attributes and dimensions (SLC)
 |  |  |
|  | Individual Case 2 |  | 06/28 |
|  | Project Report Part 2 |  | 06/28 |
| Strategies | 1. Brand Building
	* CBBE model
	* Brand Community (Harley Davidson video case study)
	* Brand elements
	* Internal branding
 |  Readings | 06/30 |
| 9) Brand Portfolio Strategy**Individual Case 3** |  Readings | 06/30 |
| 1. Brand Leveraging
	* Sources of leverage
 | Readings | 07/05 |
| Brand Activation | 1. Brand activation
	* New trends
	* Product / price/ channel / communication
2. Brand Metrics
	* Interbrand, etc.
 | Readings | 07/05 |
| Measurement |
|  | Exam 2 |  | 07/07 |
|  | Final Report Submission |  | 07/07 |

**Course Format Cont…**

Following the introductory theory session on each new topic, the project groups will be required to:

1. apply the concepts to their own project,

(ii) start preparing a group report with a full analysis,

(iii) and consult with me to ensure that what has been done is correct (coaching).

Parts I and II of the project 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).

**What is 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 maximum 4 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 late submissions be allowed.

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Evaluation** | **Points** | **Grading Scale** |  |
| Exam 1,2 (2@50) \* | 100 | 90% and above | A |
| Project report part one | 100 | 80%-89.99% | B |
| Project report part two | 100 | 70%-79.99% | C |
| Final report\*\* | 150 | 60%-69.99% | D |
| Individual case 1, 2 & 3 (3@25) | 75 |  |  |
| Class participation\*\*\* | 75 |  |  |
| **Total** | **600** |  |  |

# \* In order to pass the course, you must obtain more than a 50% in at least one exam. If you obtain less than 50% in all exams you will automatically fail the course. Any student who misses an exam or quiz without a written legitimate excuse will not be able to make up the lost credit. No late submissions will be accepted in this 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 teammates will be considered in order to weight the group project grade assigned to each team member. The index created by the peer evaluation depends on how each team member distributes the total work effort (100%) among their teammates without evaluating themselves.

# \*\*\*Class participation and continuous evaluation

You are expected to adopt a positive and respectful attitude while in class and while working with other group members. You are expected to read the papers/articles/chapters as outlined each week, to arrive on time and fully prepared for all classes and to meet all deadlines as outlined during the course. I will bear in mind 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.

* 0-30 points: People who don’t attend class regularly and when they do don’t participate. 35 points: People who attend class but just sit and listen.
* 40 points: People who attend class and participate from time to time.
* 45 points: People who attend class and participate often.
* 55 points: People who attend class and participate often and also show interest outside of the classroom.
* 65 points: People who attend class and have excellent participation and constant interest outside of the classroom.
* 75 points: People who meet all the previous standards and enrich the class with voluntary extra work.

# Syllabus Change Policy

# While every attempt has been made to cover possible contingencies, the syllabus may change during the semester. If it does, an announcement will be posted noted the changes, and an updated syllabus will be posted in Canvas.

# Communication Expectations

# All course communication will be through Canvas. For personal concerns or questions, please email me at aaminah. malik@unt.edu using ONLY your UNT email address (not free email services like Gmail or yahoo). When sending an email to my UNT address, please be sure to include the course number and section number (MKTG 4330-002) in the subject line. All inquiries are responded to as quickly as possible, but always within 24 hours (Monday - Thursday).

**Course Contract**

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein. It may be necessary to revise this syllabus to meet students’ or university needs. I reserve the right to revise the syllabus if the need arises and will notify you of any changes.

**Rules of Engagement**

* Treat your instructor and classmates with respect in email or any other communication.
* Always use your professors’ proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
* Use clear and concise language. No profanity.
* Remember that all college-level communication should have correct spelling and grammar (this includes discussion boards).
* Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you.”
* Use standard fonts such as Ariel, Calibri or Times New Roman and use a size 10 or 12 point font
* Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
* Be cautious when using humor or sarcasm as the tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
* Be careful with personal information (both yours and other’s).
* Do not send confidential information via e-mail

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

**Department and University General Policies Academic Misconduct**

All work performed in this class must be your own. Violation of this policy will result in a grade of "F" for the course and notification of appropriate university officials for disciplinary action. Academic misconduct consists of, but is not limited to, the use of notes or other memory aids during exams, obtaining/passing answers or other information from/to others during exams, plagiarism, passing copies of exams to others, and obtaining copies of exams from others. You should familiarize yourself with the University’s disciplinary rules and regulations available in - [http://vpaa.unt.edu/academic-integrity.htm.](http://vpaa.unt.edu/academic-integrity.htm) I intend to follow the policies outlined on this web site.

**Americans with Disabilities Act**

The College of Business Administration 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 Act and would like to request accommodation, please see me as soon as possible. My office hours and office number are shown on the first page of this syllabus. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have a question or if I can be of assistance.

**Grade Appeals**

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor’s department, or the equivalent administrative unit. Refer to the 2006-2007 Undergraduate Catalogue for further details.

**Grade Changes**

No grade except 'I' may be removed from a student’s record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

**Awarding and Removal of Incomplete (I)**

The grade of I is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student: (1) is passing the course; (2) has reasons beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar’s Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar’s Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

**Final Grades**

Departmental staff is not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only I can release your grade.

**Changes to Syllabus**

I reserve the right to make changes to this syllabus at any time.

**COVID-19 impact on attendance**

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to COVID-19 including symptoms, potential exposure, pending or positive test results, or if you have been given specific instructions to isolate or quarantine from a health care provider or a local authority. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

**Face coverings**

Consistent with CDC guidelines and state policy, individuals are not required to wear face coverings on UNT’s campuses. Non-vaccinated individuals are strongly encouraged to wear a face covering until further notice. The use of face coverings has proven to reduce the spread of diseases, including COVID-19. All students and faculty are welcome to wear a face covering in class or on campus to protect themselves and others from COVID-19.

# Peer Evaluation

Each team member is required to submit a peer rating form. This form is to contain an evaluation of each team member, with the exception of you. The form will be kept in strict confidence. In the space provided below, please fill in the names of your team members and record your peer rating for each. The form should be signed and returned to the faculty member.

The peer rating is based on a total awardable point base of 100 points for all team members other than yourself. If you do not allocate any rating to a member of your team we will understand that means 0. You should award the 100 points among your team members based on a consideration of the following:

* Willingness of the individuals to carry out jobs assigned
* Ability of the individual to meet deadlines
* Cooperation with the other team members
* Quality of the individual's work
* Individual's overall contribution to jobs required

# Team Member Names Points Awarded

|  |  |  |
| --- | --- | --- |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |

**Total 100**

Your Name:

Signature: Team Name / Team Number:

Additional Comments