



MKTG 4330: Strategic Brand Management - Section 002 (Fall 2026)

Instructor: Damini Bose

Email: damini.bose@unt.edu (always include “[MKTG 4330]” in the subject)

Class hours: Monday and Wednesday from 11:10 AM to 12:30 PM. BLB 005

Office hours: By appointment through Zoom.

Communication Expectations: Students may contact the professor via email at the provided address (always include “[MKTG 4330]” in the subject). Please be polite, professional, and detailed. Students are required to utilize the UNT email account assigned to them by the University. It is the student’s responsibility to activate the account and keep it current. Communication and appointment setting with students will occur via the UNT email system. I strongly advise checking your UNT email daily. The average email response time is **24-48 hours**.

I will primarily communicate with you via Canvas Announcements. Please ensure that you have set up Canvas to automatically email/notify you (at your most frequently used email address) whenever I post an announcement. If you need help with this, please read the document [“How do I set my Canvas notification preferences as a student?”](https://j.mp/3iEkFt6) (<https://j.mp/3iEkFt6>)

Did you know that you can also receive Canvas notifications via text messages (SMS)? Please follow these [directions](https://j.mp/3iExhjV) if you wish to set that up. (<https://j.mp/3iExhjV>).

Welcome to UNT!

As members of the UNT community, we have all committed to an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

The course concentrates on strategic and operational issues related to brand management, an important aspect of marketing management and its integration into the organization, the management of a brand portfolio, environmental scanning, the creation and delivery of consumer value, budgeting, planning, and control. Specific topic areas include research, data management, and analysis for planning and decision-making. Additional topics include decisions concerning product/service offerings, pricing, communication (advertising, sales promotion, sponsorship, and publicity), channels, ethics, and global implications, among others.

Course Objectives

By the end of this course, students will be able to:

1. Understand the role of brands in customer decision-making and creating shareholder value.
2. Apply core branding principles to analyze and solve complex brand management problems.
3. Create effective brand strategies, including positioning, differentiation, and brand architecture.
4. Understand the challenges and opportunities of branding in a global marketplace.

Materials

Recommended Book: Keller, K. L., & Swaminathan, V. (2026). *Strategic Brand Management*. Pearson. 6th edition.

Lecture Notes: Lecture notes (slides) will be uploaded on CANVAS.

Course Technology & Skills

Minimum Technology Requirements

- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs: <https://docs.google.com/>
- Zoom App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Computer with an Internet connection
- Web-camera and/or ability to videoconference and record videos
- Web Browser such as: Google Chrome: <https://www.google.com/chrome/>, Mozilla Firefox: <https://www.mozilla.org/en-US/firefox/new/>

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UNT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8 am-midnight
- Friday: 8 am-8 pm
- Saturday: 9 am-5 pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type. See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) for more information.

Course Requirements

The final grade will be determined based on attendance, class participation, exams, and the final group presentation and project.

Exams (30%)

The course has two (2) major required exams: a midterm and a final exam. The exams will assess your understanding of the course's terminology and concepts. Both exams will be multiple-choice, worth 150 points.

Final Project (35%)

This will consist of a final group project and a final project presentation.

Final Group Project

Students will create groups to work on this project. You will be allowed to choose your own groups. Please be sure to assemble a team that works well together in terms of schedules, skill sets, goals, etc.

Refer to the course schedule for details on deadlines. *[Will be further discussed in our first class]*

Your assignment is to select a real brand and conduct an audit of that brand. Every group must audit a different brand, so final brand approval from me is necessary. Feel free to pick a service (e.g., non-profit or for-profit) or product (e.g., consumer, technology, etc.) brand. You can choose a brand that you think is currently very strong, one that you think might be currently underperforming, or one that triggers your interest.

The goal of the brand audit is to assess the brand's sources of equity and to suggest ways to improve and/or leverage them. Each team's audit must include a brand inventory (a comprehensive summary of the existing marketing and branding program) and brand exploratory (the result of empirical research), followed by recommendations for brand strategy and strategy implementation.

Final project should be submitted as a .doc or .pdf file. Refer to the final project module on Canvas for the brand audit for detailed guidelines. *[Will be discussed during our class]*

As we approach the final project deadlines, groups will be asked to share a brief, **2 to 3-minute spotlight** on their project's progress. This is an informal opportunity to share your brand insights so far, test out your ideas, and get quick feedback before final submissions. *[Will be discussed during our class]*

Final Group Presentation

Each team will present its brand audit during the scheduled class session. Prepare as if you were an external consulting group presenting your recommendations for the brand's next steps to its senior leaders. Realize that to convince your audience of your proposal, you will need to substantiate your recommendations with a clear understanding of the brand and empirical insights.

Be sure to leverage key course concepts in your analysis and recommendations. Finally, your presentation must be vivid and engaging.

Final project presentation files (.pptx) should be uploaded to Canvas before or on the day of the final presentation.

Attendance and Class Participation (25%)

Students are expected to attend class meetings regularly and to abide by the course's attendance policy. As part of your learning experience in this course, you will be required to participate in in-class discussions. [*Will be further discussed in class*]

Research Participation (10%)

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up 10% of your final class grade.

To fulfill the requirement, you must create an account on the College of Business REP webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. DO NOT sign up for the SONA in the Psychology Department! Use the CoB SONA link provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

Time	Online	In-person (Lab BLB 279)
<15 minutes studies	1 credit	3 credits
15-30 minutes studies	2 credits	4 credits
>30 minutes studies	3 credits	5 credits

To fulfill the 10% course requirement, you must earn a total of 10 REP credits throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: MKTG 4330 Section 002.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific

courses (of your choice).

November 27th, 5:00 PM – Last day to participate in SONA for the Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **December 4th**, final scores will be distributed to instructors and cannot be changed thereafter.

<i>Assignment</i>	<i>Percentage of Final Grade</i>
<i>Exams</i>	30%
<i>Final Project</i>	35%
<i>Attendance and Class Participation</i>	25%
<i>Research Participation</i>	10%
<i>Total</i>	100%

Grading

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

Course Evaluation

Student Perceptions of Teaching (SPOT) is UNT's student evaluation system, allowing students to provide confidential, constructive feedback to their instructor and department to improve the quality of their student experience in the course.

Students completing the SPOT evaluation will be awarded 50 bonus points.

Course Policies

Assignment Policy

Please refer to the course schedule for the actual start and end dates for each module/week. The University is committed to providing a reliable online course system to all users. However, in the event of an unexpected server outage or an unusual technical issue that prevents students from completing a time-sensitive assessment, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk at helpdesk@unt.edu or 940.565.2324 to obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues as soon as possible.

Examination Policy

Students are encouraged to take both exams during the scheduled exam week. If you lose your Internet connection during an exam, please contact me immediately. If you have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

Late Work

All work must be completed as scheduled. Late assignments will not be accepted and will result in a grade of 0 unless special arrangements are made with the instructor. Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters with the instructor in advance.

Attendance Policy

Regular class attendance is expected. Excessive absences could cause one to be automatically dropped from the course with an undesirable grade. If you expect to be absent for an extended period, please let me know AS SOON AS POSSIBLE. It is the student's responsibility to inform me of their absences. Visit the [University of North Texas' Attendance Policy](http://policy.unt.edu/policy/15-2-) (<http://policy.unt.edu/policy/15-2->) to learn more.

Class Participation

Students are expected to be prepared by reading the assigned materials so they can participate in group discussions and other classwork. In organizations where more work is done in teams, an important part of a person's contribution is their participation in meetings. The percentage of the grade assigned to course participation is partially designed to encourage you to enhance and test your abilities in this area. Participation concerns both quality and quantity.

Syllabus Change Policy

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to note these changes as announced in class or to be aware of them as they are posted on Canvas.

UNT Policies

Academic Integrity Policy

The policies stated here are taken from the University of North Texas Student Guidebook (for more details, please see - <http://vpaa.unt.edu/academic-integrity.htm>). You are responsible for the information published by the university in its official publication/website.

Scholastic integrity must be exhibited in your academic work, conduct, and methods. Academic work for which you receive an individual grade must be your original, individual effort. Although you may discuss assignments with others, the work you submit for a grade must be solely your own. If, in the instructor's opinion, any evidence exists that all or part of the work you submit for grading is that of another person, you (and the other person) will be given a zero for the assignment. This is one form of scholastic dishonesty. A second incident of academic misconduct will result in an F in this course. You (and anyone involved with you) will be given an F in this course if you are found to have cheated on an exam or collaborated on an assignment with another student. Further action on incidents of scholastic misconduct will be referred to the Dean of Students.

The term cheating includes, but 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 member or staff of the university.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.) See the following websites for more details: https://vpaa.unt.edu/sites/default/files/IMCE/inserts/opr0007/academic_integrity_module_for_canvas.pdf and <https://vpaa.unt.edu/ss/integrity>

ADA Policy

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations. Please see the instructor as soon as possible to discuss this matter.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students of critical information in the event of an emergency (e.g., severe weather, campus closure, or health and public safety emergencies such as chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records for this course are maintained by the instructor of record in a secure location. All records, such as exams, answer sheets (with keys), and written papers, submitted during the course are kept for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual records; however, information about their records will not be divulged to others without proper written consent. Students are encouraged to review the Public Information Policy, the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University classrooms, labs, discussion groups, field trips, and electronic classrooms. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is essential to participation in this course. Student evaluations of instruction are required for all organized classes at UNT. The survey will be available during weeks 13, 14, and 15 [insert administration dates] of the long semesters, providing students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should check their UNT email inbox for the email. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An online or distance education course is a course offered principally through television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder in the United States may need to complete an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) may include activities such as taking an on-campus exam, participating in an on-campus lecture or lab, or other on-campus experiences integral to completing this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver, and Release Form

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students, ensuring numerous outlets that wholeheartedly care for and support students in need, regardless of the nature or severity of an issue. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that differs from your legal name and would like it used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)
- [How do I use pronouns?](#)
- [How do I share my pronouns?](#)
- [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Food Pantry](https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html) (<https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html>)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)

Other Course Policies

Netiquette

Students are expected to be respectful of peers' opinions expressed in the discussion postings. Written text can easily be misinterpreted, so if you feel particularly strong about a point, it may be best to write it out first as a draft and then review it before posting it. Also, remember to read your messages aloud for clarity before hitting the send/submit button, and avoid excessive exclamation points.

Email Requirement

Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students will occur via the UNT email system. I strongly advise checking your UNT email daily.

Incomplete Grade

An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. The student must arrange with the instructor to finish the course at a later date by completing specific requirements. These requirements must be listed on a Request for Grade of Incomplete form signed by the instructor, student, and department chair, and also entered on the grade roster by the instructor. Grades of "I" assigned to an undergraduate course at the end of the Fall 2007 semester and later will default to "F" unless the instructor has designated a different automatic grade.

A student may remove a grade of "I" within one year by completing the stipulated work. After completion of the stipulated work, the instructor of record records the final grade on a UNT Grade Change Form and obtains the department chair's signature. The instructor's academic dean completes processing with the Registrar's Office, where the grade point average is adjusted accordingly. For undergraduate courses taken in Fall 2007 or later, if a student does not complete the stipulated work within the specified time, the grade will default to F unless the instructor has designated a different automatic grade. The GPA will be adjusted accordingly, and the student will be subject to any applicable academic penalty.

Tentative Course Schedule

Week	Date	Lecture Topic	Deliverables & Deadlines
Week 1	Mon, Aug 17	Syllabus Review & Core Branding Concepts	<i>Brief introduction</i>
	Wed, Aug 19	Brands and Brand Management	
Week 2	Mon, Aug 24	Branding in the Modern Era	
	Wed, Aug 26	Modern Branding Applied Discussion & Analysis	
Week 3	Mon, Aug 31	Customer-Based Brand Equity & Brand Positioning	
	Wed, Sep 2	Brand Resonance and the Brand Value Chain	
Week 4	Mon, Sep 7	NO CLASS: Labor Day Holiday	<i>Group Formation Due (50 pts)</i>
	Wed, Sep 9	Choosing Brand Elements to Build Brand Equity	
Week 5	Mon, Sep 14	Designing Marketing Programs to Build Brand Equity	<i>Brand Selection Approval (50 pts)</i>
	Wed, Sep 16	Integrating Marketing Communications	
Week 6	Mon, Sep 21	<i>Discussion about the Final Project</i>	
	Wed, Sep 23	Leveraging Secondary Brand Associations	
Week 7	Mon, Sep 28	Developing a Brand Equity Measurement System	Mid-term Exam (150 pts) *Available from Sep 30 12:30 pm to Oct 5 10:00 am
	Wed, Sep 30	<i>Overall Concept Analysis & Midterm Prep (Wk. 1 to Wk. 7)</i>	
Week 8	Mon, Oct 5	Midterm Review & Synthesis	
	Wed, Oct 7	Measuring Sources of Brand Equity	

Week	Date	Lecture Topic	Deliverables & Deadlines
Week 9	Mon, Oct 12	Measuring Outcomes of Brand Equity	
	Wed, Oct 14	Qualitative & Quantitative Brand Asset Tracking	
Week 10	Mon, Oct 19	Designing & Implementing Brand Architecture	
	Wed, Oct 21	Introducing & Naming New Products & Extensions	
Week 11	Mon, Oct 26	Corporate Branding & Brand Hierarchy Models	
	Wed, Oct 28	<i>Check on Final Project Progress</i>	<i>In-Class Activity (50 pts)</i>
Week 12	Mon, Nov 2	Managing Brands Over Time	
	Wed, Nov 4	Extension Evaluation & Portfolio Analysis	
Week 13	Mon, Nov 9	Managing Brands	
	Wed, Nov 11	<i>Overall Concept Analysis & Final Prep (Wk. 8 to Wk. 13)</i>	
Week 14	Mon, Nov 16	Final Project Presentations (Part 1)	(50 pts)
	Wed, Nov 18	Final Project Presentations (Part 2)	(50 pts)
Week 15	Mon, Nov 23	NO CLASS: Thanksgiving Break	
	Wed, Nov 25	NO CLASS: Thanksgiving Break	
Week 16	Mon, Nov 30	Final Exam (150 pts) *Available from Nov 30, 12:30 pm to Dec 2, 10:00 am	
	Wed, Dec 2	Peer Evaluation (50 pts) Final Project Submission (100 pts)	

Finalized 1,000-Point Grade Book Structure

Assessment Item	Points	Due dates
Exams (300 pts)		
Midterm Exam	150 pts	50 multiple-choice questions
Final Exam	150 pts	50 multiple-choice questions
Final Project (350 pts)		
Group Formation	50 pts	Forming a team by Monday, September 7.
Approval of Brand Selection	50 pts	Submission of the group's brand audit choices and receipt of approval by Wednesday, September 16.
Project Progress Check	50 pts	October 28.
Final Project Presentation	50 pts	November 16 & 18.
Peer Evaluation	50 pts	By Wednesday, December 2, 11:59 pm.
Final Project Submission	100 pts	By Wednesday, December 2, 11:59 pm.
Class Participation	150 pts	Evaluated based on active participation during class.
Class Attendance	100 pts	
Sona Credits	100 pts	Must earn a total of 10 REP credits throughout the semester (i.e., 1 credit = 1 percent of your final grade).
TOTAL	1,000 pts	A: 900–1,000 pts B: 800–899 pts C: 700–799 pts D: 600–699 pts

Bonus points:

Completion of SPOT evaluation: 50 points

Attendance during final project group presentations (Both on Monday and Wednesday): 25 points