

Marketing 4330.001: Strategic Brand Management
T 3:30 - 6:20pm @ BLB 035 & on zoom (*Blended Delivery*), Fall 2025

Professor: Francisco Guzmán, Ph.D.
Professor of Marketing
Office: Business Leadership Building – (NOTE: all office hours will be fully remote)
Email: Francisco.Guzman@unt.edu
Twit/Inst: @brandinguzman
Phone: (940) 369-7966
Office Hours: **By appointment through zoom** anytime Monday to Friday between 9:00 and 5:30 unless in class.
Pronouns: he/him/his

Suggested TEXTBOOK: Keller (2019), Strategic Brand Management, 5th Edition, Prentice Hall.

THERE IS NO TEMPLATE FOR THE PROJECT. At the beginning of the semester a **preview of what is expected will be presented and posted on Canvas**. At the end of each session the class will be informed of what needs to be started that week regarding the group project. This is a hands-on (consulting class) that intends to help you develop business critical thinking skills. **Examples of past reports will be shared after the midterm report. 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 marketer.

Learning Methodology:

The course is designed around three fundamental concepts:

- Learning by doing (hands-on project)
- Reflection in action (discussion)
- Coaching (mentoring/team meetings)

Therefore, the course is designed so that you experience brand management in action through what we call the '**strategic branding redesign group project**'.

Course Format:

The course consists of 14 sessions from August to December devoted to covering the theory behind specific concepts. Exams will be done individually and submitted via email, while the rest of the sessions will be:

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 **in class and through zoom**, so **when on zoom your cameras must be on**. 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.

MODULE	SESSION	Chapter	Class
Introduction	1) INTRODUCTION - Class presentation - Group project organization - What is a brand? - Old vs. New Branding - Brand Equity	1 Readings	8/19 8/26- Zoom 9/2
Strategic Brand Vision	2) STRATEGIC BRAND MANAGEMENT - Mission - Reference market definition - Client Presentation	Readings	9/9 - Zoom
	3) EXTERNAL AND INTERNAL ANALYSIS - Strategic analysis of a brand - Brand Life Cycle (SLC)	Readings	9/16
	4) DIAGNOSIS / DEVELOPMENT STRATEGIES - Key Success Factors / Distinctive Competences - Strategic SWOT - Development strategies	Readings	9/23 - Zoom
	INITIAL PROJECT CHECK (Team meetings on Zoom)		9/30
Strategies	5) BRAND IDENTITY Brand Origin and Brand Personality	Readings	10/7 - Zoom
	6) SEGMENTATION 8 Steps	Readings	10/14
	7) POSITIONING 4 Steps	3 Readings	
	EXAM I & MID TERM REPORT		
Strategies	8) BRAND BUILDING - CBBE Model - Brand Community - Brand Elements - Internal Branding	2 & 4 Readings	10/21 - Zoom
	9) BRAND PORTFOLIO STRATEGY Brand and Line Extensions	11-12 Readings	10/28- Zoom
	10) BRAND LEVERAGING Fit and Sources of Leverage	7 Readings	
Brand Activation	11) BRAND ACTIVATION - Important Trends - Product / Price / Channels / Communication	5-6 Readings	11/4
	EXAM II		
Measurement	12) BRAND METRICS Interbrand, etc.	10 Readings	11/11- Zoom
	13) REVIEW CLASS + PROJECT PREP (Team meetings)		11/18
	FINAL REPORT & PRESENTATION Tuesday, December 2 (3:30pm)		12/2
	SONA class evaluations due on 12/4		12/4
	Final's week will be used for project reviews and feedback		12/9

Course Format Cont...

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

- (i) 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).**

The 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 objective of the midterm report is to provide an incentive to start working early and a tangible deadline.**

What is the 'Strategic Branding Redesign' group project?

The **group project is the most important aspect of the course.** General guidelines are:

- The project will be done in groups of maximum 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 late submissions be allowed.**

Course evaluation:		Grading Scale:	
Exams 1,2 (2@50)*	100	90% and above	A
Written Mid-Term report (100)	100	80%-89.9%	B
Final report**	150	70%-79.9%	C
Final presentation	50	60%-69.9%	D
Participation***	100	59.9% and below	F
Research participation****	50		
Total	550		

*** 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.**

**Peer Evaluations:

In order to avoid the “free-rider”, two peer evaluations are **due with the midterm report and on the day of the final presentations**. 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 **midterm** peer evaluation will be used **for informational purposes only**. The final peer 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 (in person or zoom) 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** (both in person and on zoom with a camera on), **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.

0-40 points: People who don’t attend class regularly and when they do don’t participate.

50 points: People who attend class but just sit 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.

******Research Participation:** 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 **9.1%** of your final class grade (50/550 points).

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):

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the 9.1% course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = 5 points 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.4330.001.
- 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). You have up to December 5th to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before Dec 5th.

Important Deadlines!

November 28th, 5:00 PM – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On December 5th, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Attendance Policy

Students are expected to attend class meetings regularly (**both face-to-face and zoom**) and to abide by the attendance policy established for the course. **It is important that you communicate with me prior to being absent**, so we can discuss and mitigate the impact of the absence on your attainment of course learning goals. **Please inform me if you are unable to attend class meetings because you are ill**, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or ask SHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Remote Instruction Requirements

Full-time remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. **Students will need access to a webcam and microphone to participate in the fully remote portions of the class.** Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

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		
5		
6		

Total

100

Signature: _____ Team Name / Team Number: _____

Additional Comments:

Department and University General Policies:

Academic Integrity

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.

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy o6.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

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.