

Syllabus for MDSE 3900: Branding and Promotion

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Zoom meetings: Available per request

Office Hours: Monday 2pm-4pm or per request in person and online

Course delivery: Online 100%

Communication Expectations: I am providing the following list to give you an idea of my intended availability throughout the course.

E-mail: UNT-related email represents the primary source of communication with students enrolled in this course. I will reply to e-mails within **24 hours on school days (Monday-Friday)**. Please do not send messages through canvas.

Course Description: Students analyze, develop and present 'Integrated Brand Promotions' for fashion-oriented products and services. Emphases are on recent international fashion-oriented branding cases and promotional tools/techniques, including rebranding, creative plan, communication mix, and promotional tools.

Required course materials: All course materials are uniquely developed by your instructor to enhance your learning, thus please do not share course materials outside of our class. All the required readings will be posted weekly in each module. There is no book that is required for this class.

- **Text-book recommended but not required:**

Hameide, Kaled. (2014). *Fashion Branding Unraveled*, Fairchild Books: New York

D'Arienzo, W. (2016). *Brand Management Strategies: Luxury and Mass Markets*. Fairchild Books.

- **Suggest Readings:**

Hancock, J. (2016). *Brand story*, Fairchild: New York.

Kendall, G. (2009). *Fashion Brand Merchandising*, Fairchild: New York.

Disclaimer: This course takes place 100% online. We will have **two optional** synchronous video conferences using Zoom throughout the semester. Other than that, your interaction with me and with your fellow students will take place in Canvas. There are 15 weeks of content that you will move through. This course requires extensive research of industrial brand and branding cases, reflection, integration, and application of theories. Therefore, this course will be a combination of readings, case analysis, projects, and online discussions. Please consider NOT taking this course if you are NOT well prepared to devote at least 9 hours of your time weekly to study the course materials, and to complete the required assignments.

Course objectives

1. Understand the idea and concept of textile and apparel brand

Student learning outcome:

- Students will demonstrate knowledge about fundamental concepts of textile and apparel market brand and branding in a global context

2. Develop a road map for textile and apparel branding

Student learning outcome:

- Students will be able to determine textile and apparel branding goals and objectives
- Students will be able to perform an analysis of the local and international market environment using SWOT tools
- Students will be able to design a comprehensive textile and apparel branding strategy

3. Analyze diverse categories of textile and apparel brands in an international and omnichannel environment

Student learning outcome:

- Students will be able to analyze various textile and apparel brands and omnichannel branding strategies
- Students will be able to explain the brand positioning strategies from an international business perspective

4. Evaluate product marketing and promotional industry practices at all levels of the international textile and apparel industry

Student learning outcome:

- Students will be able to evaluate product marketing tools used to promote textile and apparel brands nationally and internationally

5. Develop unique and innovative textile and apparel brand and propose adequate branding strategy.

Student learning outcome:

- Students will be able to develop unique and innovative textile and apparel brands.
- Students will be able to propose an adequate branding strategy to effectively promote a newly created brand, product or service.

Course structure

The course material is divided into 5 thematic sections including the following:

1. Branding Foundation
2. Brand development
3. Brand positioning
4. Promotional Strategies
5. Branding in the Context

The course materials are further divided per week, into 15 consecutive modules. This means that hypothetically each week students are expected to read one module. However, for greater flexibility to create your own learning pace, all course modules will be released during the first week of the semester. Thus, during the first week, students can decide if they prefer to follow modules weekly, or at their own preferred pace. Next, each of these five thematic sections covers both theory and practical application of the theory. Each section contains real examples of business case studies, and other assigned individual, and/or group activities.

Please have a closer look at each thematic section, and the weekly organization of topics and themes we plan to cover.

SECTION I

Branding Foundation: Part I/Week 1 (August 18)

1. What is a brand, and what is branding?
2. Why branding is important?
3. Exploring fashion brands: origins
4. Exploring fashion brands: here and now
5. Conducting market research before launching a new brand
6. Branding strategy: who develops it and how?
7. Brand building steps
8. Brand Architecture
9. Armani case study -Global Brand Architecture
10. Legal Protection of Brands: Trademarks and Intellectual Property

Application: Discussion 1

Branding Foundation Part II/Week 2 (August 25)

1. International Brand Promotion: local and international brands
2. Why is it important to understand the local market when promoting the brand internationally?
3. Hofstede's dimensions of national culture
4. "Country of product origin" as a brand element
5. Why do some brands fail? Chapter 11 Bankruptcy cases in the fashion industry
6. The changing nature of fashion brands. The cases of Isaac Mizrahi, Tory Burch, Diane von Furstenberg, and others
7. The global brand leadership and competitive advantage: Walmart's Global Expansion
8. LVMH: Global Organizational and Brand Strategies that Make company a luxury powerhouse
9. Co-branding fashion partnerships: Case study Jeezy
10. The most valuable international fashion brands after COVID 19 pandemic

Application: Quiz 1: Brand review

SECTION II

Brand development Part I/Week 3 (September 1)

1. Visual Identity guidelines: Logo versus Brand
2. Naming the brand: types of brand names
3. Semiotics: sciences of non-verbal communication
4. Tangibles brand elements: symbols, logos, color, sound, motion, scent.
5. Importance of labeling in marketing: where my clothing is coming from?
6. Intangible brand elements: brand value, brand promise, brand image
7. Brand Messaging: Mission and Vision Statements and how to create them
8. Brand Communications: Tagline and Slogan
9. Brand Identity framework by Jennifer Aaker
10. Brand Identity case study: Onion Model

Application: Quiz 2: Integrating Core and Extended Identity with Mission and Vision Statements

Brand development Part II/Week 4 (September 8)

1. Brand Narratives
2. Brand Storytelling
3. Emotional branding: "When", "Where", "Who", and "How"

4. French Fashion Brands
5. American Fashion Brands
6. English Fashion Brands
7. Italian Fashion Brands
8. Brands from emerging fashion markets I
9. Brands from emerging fashion markets II
10. Brand Personality Framework

Application: Discussion 2: Brand Stories

Brand development Part III/Week 5 (September 15)

1. Brand Rehab: Rebranding or How companies can restore a tarnished Image
2. When to start the rebranding process
3. Evolutionary rebranding
4. Revolutionary rebranding
5. How fashion brands we liked turned themselves around: Cases of Fashion Rebrands
6. Personal Branding
7. A roadmap strategy to develop a personal brand
8. Brand authenticity and coherence
9. Brand Copycats
10. Trademark Infringements

Application: Quiz 3: Rebranding international brands

Discussion 3: Personal branding

Section III

Brand positioning Part I/Week 6 (September 22)

1. Market Segmentation
2. Specific Consumer groups
3. Target market
4. S.W.O.T analysis
5. Consumer demands
6. Consumers retention and brand loyalty
7. Standardization vs Adaptation: Cross-cultural Brand Consistency Matters
8. Global Brands in Local culture: Consumers' Experiences
9. Local Brands in Global Culture: Branding Challenges
10. Fashion Brand and Cultural Appropriation Cases and Implications

Application: Quiz 4: S.W.O.T and target market

Discussion 4: Criticizing cultural appropriation practice in one fashion campaign

Brand positioning Part II/Week 7 (September 29)

1. Brand Levels and Categories
2. Brand Differentiation: Brand Persona in Mass and Premium Brands
3. Determining Brand Competitors: Direct and Indirect Competitors
4. Luxury Branding
5. Premium Branding

6. Mass Market Branding
7. Why premium is not a luxury?
8. Masstige Branding in practice
9. Private Label Branding strategies
10. Artisan Branding

Application: Quiz 5: Luxury vs premium vs mass-market branding

Brand positioning Part III/Week 8 (October 6)

1. Brand Positioning and the Value Proposition
2. How to create a brand positioning statement?
3. How to create a positioning map?
4. Brand equity
5. Measuring brand equity
6. Classical positioning
7. Disruptive positioning
8. Brand repositioning: when, why, and how
9. Brand repositioning strategies in the Fashion industry: the case of Puma.
10. Brand repositioning strategies in the Fashion industry: the case of Gucci.

Application: Exam 1

Section IV

Promotional Strategies Part I/Week 9 (October 13)

1. What is brand promotion?
2. The communication process: 4 fundamental steps
3. 4P's Marketing Mix
4. The Push-Pull Marketing Concept
5. Direct Marketing Strategies to enhance Brand Promotion
6. The advertising media channels I
7. The advertising media channels II
8. Outdoor advertising: The most effective campaigns
9. Fashion touchpoints: in-store brand promotion
10. Using communication mix to secure successful branding

Application: Brand Development Lab- Mid-term Phase

Promotional Strategies Part II/Week 10 (October 20)

1. Why technology is critical for brand promotion
2. AI, AR, and VR-driven fashion marketing
3. Indirect Marketing Strategies to enhance Brand Promotion
4. Influencers Marketing: Choosing the right influencer for your brand
5. Tik-Tok Influencer and sponsored brands: Case study Charli D'Amelio
6. Tik-Tok Influencer and sponsored brands: Case study Addison Rae
7. Social media advertising
8. Fashion brands and inspirational social media campaigns
9. Fashion Shows are live brand promotions: fashion weeks and destination fashion shows
10. Pop-up marketing: ideas and benefits

Application: Quiz 6: Exploring visual merchandise settings on-site: observation

Promotional Strategies Part III/Week 11 (October 27)

1. Sustainability branding: 3P Approach
2. Sustainability branding: best strategies and examples
3. How to build a sustainable brand using tangible elements?
4. Fashion Transparency Index: why does fashion brand transparency matter?
5. What do consumers know about luxury and mass-market fashion brands they admire?
6. Greenwashing or Green Revolution?
7. Fashion Greenwashing Campaigns: Examples and Interpretation
8. Connecting purpose and profit: Social Enterprises that nailed their branding
9. Environmental Enterprises that nailed their branding
10. Good on you: Sustainable Fashion Brand ratings on the app

Application: Discussion 5: Good on you: Exploring brand rankings

Promotional Strategies Part IV/Week 12 (November 3)

1. The future of brand advertising and promotion
2. Experiential marketing
3. Trend hunter: The most innovative experiential marketing strategies in fashion retail I
4. Trend hunter: The most innovative experiential marketing strategies in fashion retail II
5. Demarketing advantages and examples
6. De-branding: when, why, and how?
7. Patagonia: Don't buy this jacket and how anti-consumption benefits consumers and brands
8. The next social media for fashion brands: emerging applications
9. Data-driven marketing: optimizing brand communication
10. Importance of Personalization in marketing strategy: How to take fashion marketing to the next level?

Application: "Branding Decoding" Case study

Section V

Branding in the Context Part I/Week 13 (November 10)

1. Understand why brands internationalize/Understand how brands internationalize
2. International Trademark Law
3. Luxury Brands versus Mass Market brands: Hermes, Burberry and their Trademark Challenges in China
4. Can you trademark a color?
5. The future of American Fashion Brands Abroad
6. Social, and Ethical Aspects of Advertising and Promotion
7. No excessive ads! China's ban on luxury products advertising
8. What is considered illegal marketing across world countries?
9. Fashion branding and discrimination: cases and interpretations
10. Offensive Branding: cases and interpretations

Application: Discussion 6: Offensive and irresponsible branding

Branding in the Context Part II /Week 14 (November 17)

1. How has the COVID-19 pandemic changed consumers' shopping behaviors?
2. Advertising in the pandemic: how international brands used COVID as a marketing tool
3. Crisis management: Proactive versus Reactive branding
4. How fashion brands take advantage of blockchain technology?
5. Metaverse marketing services
6. The B-Corp Fashion Brands to follow
7. The Sustainable Fashion Brand to follow I
8. The Sustainable Fashion Brand to follow II
9. Digital Fashion Brands to follow
10. Successful stories of celebrity brands

Application: Exam 2

Branding in the Context Part III/Week 15 (November 24)

1. The Most Iconic Sustainable Fashion Campaigns
2. The Naked Brand movie

Application: Brand Development Lab- Final Phase

Course Requirements

<i>Assignment</i>	<i>Points available</i>	<i>Percentage of Final Grade</i>
<i>Assignment – Exam x 2 @ 150 points each</i>	<i>300 points</i>	<i>30%</i>
<i>Assignment –Quizzes x 6 @ 25 points each</i>	<i>150 points</i>	<i>15%</i>
<i>Assignment 6 Discussion Forums @ 25 points each</i>	<i>150 points</i>	<i>15%</i>
<i>Assignment – “Brand/ing Decoding” Case study</i>	<i>100 points</i>	<i>10%</i>
<i>Assignment Brand Development Lab- Mid-term Phase</i>	<i>100 points</i>	<i>10%</i>
<i>Assignment Brand Development Lab- Final Phase</i>	<i>200 points</i>	<i>20%</i>
<i>Total Points Possible</i>	<i>1000 points</i>	<i>100%</i>

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows: A = 90% and up; B = 80% or greater, and less than 90%; C = 70% or greater, and less than 80%; D = 60% or greater, and less than 70%; F = Less than 60%.

Policy on late work: Every late turn will be deducted (10%) per day of the submission.

Assignment description

Exam

Two exams will be administered by using CANVAS. Exams will be divided purposefully between items to assess the student's familiarity with the branding terminology, reading materials and brand cases presented in the class. Question format: multiple choices, true/false, essay, matching.

Quiz

Six quizzes will be administered by using CANVAS. Quiz questions intend to assess the student's capability to practically apply the knowledge they gained in the weekly modules. Many of the quizzes will include questions in the 'essay format' where students are expected to read a question (often real industry case and problem-related to the branding practice) and to submit a summary of application answer/s which **involve proposing solutions to the branding problem, or making a claim or argument based on theory, supported by empirical evidence.**

Question format: multiple choices, true/false, essay, matching.

Discussion

An extremely important part of the class will involve your contribution to online case discussions. There are several reasons why class participation is weighted at 15% in this class. First, those who prepare the most outside of class and participate most actively in class will be likely to learn the most from the class. Second, these students will also contribute greatly to the learning of other students in the class by encouraging thorough discussion of important case-related branding concepts and issues. Expectations: Post your response on the assigned topic before the deadline and actively respond to posts of at least two group peers. Late submissions for online discussions are not accepted! We will have total of 6 discussions. Please check the course syllabus for detailed info.

“Brand/ing Decoding” Case study

Students will be asked to identify one international brand from the pool of the brands offered in the course library module. Students are expected to explore selected brand comprehensively using the official brand website/s, social media channels, and all other direct and indirect promotional tools (e.g., industry ranks, available indexes such as *Transparency index*, *Good on you application*, *Ethical fashion report*, and similar). Based on the information found students are expected to discover Brand Enigma, by decoding brand/ing in the specific case. More specifically students are expected to track and analyze the evolution of the branding in the specific brand case.

Grade Rubric for the case study assignment:

- Introduction (title + your name)
- Overview of key features provided in the case study (e.g., brand name, country of brand origin, owner/s and business structure, and other known facts provided in the case module).
- Branding foundation (brand story, brand identity: core-extended, mission, vision)
- Brand SWOT analysis
- Target market and main competitor/s
- Social media analysis (or any other indirect media analysis if applicable)
- Case-specific challenges/opportunities/failures
- Critical success factors identified
- Key lessons learned (why this case study is important?)

Special note: You must ask the instructor to “approve” your brand selection (via email), in that way we will secure that each student explores a different brand.

Brand Development Lab- Mid-term Phase

The purpose of the Brand Development Lab Project is to provide you with the opportunity to develop your own brand (real or hypothetical). This semester-long project is divided in two parts or two phases: mid-term phase and final phase.

Brand Development Lab Mid-term Phase expectations

In the first part of the Brand Development Lab project, you will explain what your brand is and what your brand will offer in greater detail. Please read the following rubric carefully and make sure you comprehensively answer each of provided questions. Answering all questions increases the probability of receiving a higher grade.

Grade Rubric for the mid-term brand development lab assignment:

- ✓ Ask the instructor to approve your brand idea first. If you start working on a project without obtaining brand/project approval first may cause unnecessary problems down the road (and you may be asked to re-create your project if the brand is considered inadequate).
- ✓ Select the brand name/and logo by which your brand will be known. This can be something as straightforward as your own name, or initials or another brand name of your own choosing. What was your inspiration for starting your brand and giving the name and identity you selected?
- ✓ Describe your unique brand story in more detail. (What is the essence of your brand? Why this particular brand is needed?). Justify its uniqueness, and necessity for this brand on the local, national or international market)
- ✓ Describe your brand in more detail (what kind of products or services you offer; use words, images, or whatever is needed to describe your brand in greater detail). Describe all activities related to your business operation (product sourcing, production (where, who and how), distribution (local, national, international), and pricing. In your answers to each of these questions be sure to explain why and how each of the proposed methods or activities will preserve and enhance the equity of your brand.
- ✓ What is the brand's core identity? What is the brand extended identity? What is the brand's personality? What are brand values?
- ✓ Define brand mission, and vision.
- ✓ Define brand tagline and slogan.
- ✓ Who is your target market? Describe general characteristics of the target customer including demographic, geographic, behavioral, and psychographic aspects. If your brand operates locally, nationally, or internationally explain specifics of the local, national, and international market and why you think your brand would appeal to the specific target market and specific culture?

Brand Development Lab Final Phase expectations

In the second part of the Brand Development Lab project, you will submit your revised midterm project. A revised project means your initial project improved by adding missing parts and making sure you adopted all instructor's suggestions (you will get them along with your midterm project grade). For example, if your midterm project lacked some substantial parts, you will add those parts in your revised version of the project. Additionally, in the final phase of this project, you will further develop, and polish your brand. You will also propose integrated brand promotional tools for your brand.

Please read the following rubric carefully and make sure you comprehensively answer each of provided questions. Answering all questions increases the probability of receiving a higher grade.

Grade Rubric for the final brand development lab assignment:

- ✓ Improve your mid-term portion of the project based on the instructor's suggestions (if any) and include this portion of the project at the very beginning, then proceed to complete new parts.

New parts include the following:

- ✓ Position your brand in the market.
- ✓ Who are your brand competitors and why? Define brand differentiation tools?
- ✓ Conduct a SWOT analysis for your brand.
- ✓ What experiential marketing tactics will define your brand? What kind of experiential marketing tools you will use and why? What kind of promotional practices would be best for your brand for its image and its target customers? How your brand and marketing will incorporate technology to engage customers?
- ✓ Define ethical business guidance for your brand promotion. Describe sustainable efforts across the operations (sourcing, packaging, marketing, reusing, recycling, waste management etc.)
- ✓ Describe a strategy for co-branding or collaborative projects with other brands, companies, or individuals.
- ✓ Describe direct and indirect media tools you will use to promote your brand.
- ✓ Describe how you plan to integrate all these various tools to secure consistent, reliable, and successful brand promotion.
- ✓ Create one campaign for your brand and explain its direct and indirect media applications/distributions/goals.

Course policies

Assignment policy

Students are responsible to read the carefully syllabus and canvas course content. The official due dates for each assignment are disclosed in the syllabus. They can be tracked in the canvas as well under the assignments section. Every assignment has a rubric available. Case study, midterm study, and final project should be saved as a WORD document and submitted via canvas (i.e. Assignment dropbox).

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, 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: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Examination policy

Each of the two exams in this course will be available for 4 business days. You may use any course-related material and notes to complete exams. Correct answers will be available after all students submit their exams.

Each of the discussions and quizzes will remain open for 6 days.

Instructor Responsibility and Feedback

- Instructor's responsibilities in the course include following: Helping students learn relevant material, providing clear instructions for projects and assessments, answering questions about assignments, identifying additional resources as necessary, providing grading rubrics, reviewing and updating course content;
- UNT-related email represents the primary source of communication with students enrolled in this course. I will reply to e-mails within **24 hours on school days (Monday-Friday)**. Please do not send messages through canvas.
- Grading and feedback: You can generally expect feedback within **7 days**. Only exam grades will be available within 48 hours.
- Two optional online conference meetings are available to all students who would like to join. Both of the meetings are offered before the exam day so that we can also discuss exam questions which would allow you to better prepare for the exams.

Late work

Every late turn will be deducted (10%) per day of the submission.

Virtual attendance policy

You are required to log on weekly and review the week's course material. I will check your log-on load and canvas course activity every week. You are required to participate in online discussions, and submit all required projects, and two exams in order to receive a final grade.

Extra credits

Extra credits are available in this course. Points for extra credit activities will be added to the final grade within the two last weeks of the semester