



MKTG 4330: Strategic Brand Management - Section 002 (Fall 2025)

Instructor: Ignacio Vargas

Email: ignacio.vargastroncozo@unt.edu (always include "[MKTG 4330]" in the subject)

Class hours: Monday and Wednesday from 2:00PM to 3:20PM. BLB 140

Office hours: By appointment through Zoom.

LEARNING OBJECTIVES

1. Analyze the role of the brand as a strategic asset that creates and sustains a competitive advantage.
2. Explain and critically evaluate the concept of brand equity and its implications for brand management decisions.
3. Identify, measure, and interpret the key sources of consumer-based brand equity using appropriate qualitative and quantitative methods.
4. Analyze internal brand decisions and their consistency with the value proposition.
5. Identify and develop brand strategies that align with business objectives, market positioning, and long-term value creation.

CONTENT STRUCTURE

Unit 1: Introduction

This unit introduces the concept of a brand and its role as a strategic business asset. We will explore the functions and significance of branding. The unit also provides an overview of brand equity as a foundational concept in strategic brand management.

Unit 2: Brand Equity

In this unit, we will go deeper into the key sources of brand equity, focusing on brand knowledge and brand image. Students will learn how brands are stored and positioned in the minds of consumers and explore methods to measure these sources through quantitative tools.

Unit 3: Segmentation and Positioning

This unit covers how to define a target market and position a brand effectively within that market. Students will analyze the relationship between consumer segmentation, value propositions, and the brand's perceived position in the consumer's mind.

Unit 4: Brand Building, Architecture, and Leveraging

This unit examines the key elements involved in building strong brands, including the selection of brand elements (name, logo, symbols, jingles, among others), managing brand architecture

(how brands are structured within a portfolio), and leveraging secondary brand associations such as partnerships, country of origin, and celebrities.

Unit 5: Outcomes of Brand Equity

Students will explore the financial and consumer outcomes of a strong brand equity, including customer loyalty, pricing power, and overall firm value. Techniques for assessing the business impact of brand equity will be discussed. Additionally, the students will explore how to manage brands over time.

Unit 6: Summary and Future Directions

This concluding unit synthesizes the key concepts covered throughout the course and reflects on how they interconnect. We will also explore emerging trends in brand management, including digital branding, AI's role in brand experience, ethics, and evolving consumer-brand relationships.

CLASS FORMAT

The course will be delivered through two complementary types of sessions: **Theory Sessions and Methodological Capsules**.

Theory Sessions will blend lecture-based teaching with high-level class discussions. These sessions are designed to explore foundational concepts in branding. Active participation is essential, as your contributions—ranging from professional and personal experiences to questions and reflections—will enrich the understanding of the material.

Methodological Capsules will guide you through the development and implementation of qualitative and quantitative instruments for data collection, as well as the use of appropriate software tools for analysis. While these sessions may be more technical and less discussion-driven, your engagement remains valuable through sharing methodological expertise, workplace experiences, or experiences as a participant in real brand studies.

MATERIALS

Textbook: There is no required textbook for this course. However, if you need more information, I recommend reading Kevin Lane Keller's book: "Strategic Brand Management".

Lecture Notes: Lecture notes (slides) will be uploaded after each session.

TECHNOLOGY

Requirements: This course will utilize SPSS and R for data analysis, especially in the final project. It is recommended that students review and refresh their knowledge of marketing research and SPSS software during the course. Several computer labs equipped with SPSS are available in the BLB building and other campus locations for your use.

Restrictions: To foster focused and engaging in-person discussions, use of personal electronic devices—such as laptops, tablets, and smartphones—will be prohibited during class sessions unless otherwise instructed. Students are expected to take notes using pen and paper. All lecture slides and course materials will be uploaded and made accessible via CANVAS for review and study outside of class.

GRADING RUBRIC

Course Evaluation	Points	Final Grade	Percentage range
Class participation	10	A	90% - 100%
Quizz I	20	B	80% - 89.94%
Quizz II	20	C	70% - 79.94%
Branding case	15	D	60% - 69.94%
Paper presentation	10	F	0% - 59.94%
Project presentation	15		
Research participation	10		
Total	100		

Participation (individual): Active participation is essential to learning in this course. Class discussions will occur regularly and remain open for continued contributions on CANVAS after class. Each comment or contribution will be scored on a scale from 1 to 3, based on the quality and relevance of the insight provided. To receive full credit for participation, students must accumulate at least 30 points by the end of the semester. After each class, students must submit a summary of their own contributions with the score they consider fair; these will be reviewed and used as a reference when assigning participation scores.

Quizzes (individual): There will be two quizzes throughout the course, each consisting of 20 multiple-choice questions and lasting 50 minutes. Students are permitted to bring a self-prepared document containing notes to aid during the quiz; there is no length restriction, but collaboration is not allowed. Each correct answer earns +1 point, and each incorrect answer deducts 0.25 points. Skipping a question does not affect your score. This grading approach encourages strategic decision-making and careful evaluation of your knowledge.

Case (individual): You will be given a real-world branding challenge and one week to complete your analysis. A set of guiding questions will support your approach. You are encouraged to use all available resources, including AI tools, but your final submission must include proper citations and evidence-based justifications for your answers/decisions. Important: If AI is used, you are responsible for verifying the credibility of all sources. Submitting the case with even one fabricated or unverifiable source will result in a grade of zero for the assignment.

Paper presentation (group): Each group will select a scientific paper from a recognized marketing journal (e.g., Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology) and prepare a class presentation. The presentation should include:

1. A clear and concise summary of the paper's main arguments and findings.
2. An application of the findings to a real-world brand of your choice.

This assignment assesses your ability to interpret academic research and translate it into actionable insights.

Project presentation (group): In groups, you will conduct a brand audit of a brand of your choosing. This project requires primary data collection (surveys and/or interviews) and a comprehensive evaluation of the brand's awareness, positioning, and customer perception, as well as its identity, elements, architecture, and associations. Your findings will be presented to the class in a final presentation. Evaluation will be based on the rigor of your methodology, the depth of your analysis, and the clarity and consistency of your strategic recommendations.

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 10% of your final class grade.

To fulfil 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 credit
15-30 minutes studies	2 credit	4 credit
>30 minutes studies	3 credit	5 credit

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).

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 Nov. 28th.

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.

Challenging grades: You may submit a written challenge to your grades if you feel that they are incorrect or unfair. Please include the following three things in your challenge:

(1) why you believe they are incorrect or unfair, (2) what you would like me to do to fix the situation, and (3) any evidence (from readings, websites, class notes, etc.) that supports your argument. I will review challenges and respond to them within a week of receiving them. Challenging the final grade is not acceptable.

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 06.003, 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.

UNT COB Student Ethics Statement.

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy." "I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy. I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation. While engaged in online coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer 'hacking' or in any other manner.

Student Standards of Academic Integrity

<https://policy.unt.edu/policy/06-003>

<https://policy.unt.edu/sites/default/files/06.003%20Student%20Academic%20Integrity.pdf>

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 the 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.

TENTATIVE COURSE SCHEDULE

The following is the schedule for the semester and is subject to change at my discretion. It is the student's responsibility to be aware of announced changes to this schedule.

Date	Unit	Content	Suggested reading
18-Aug	0	Class presentation	Syllabus
20-Aug	1	What is a brand?	Chapter 1
25-Aug	2	Brand Equity	Chapter 2
27-Aug	2	Capsule 1: Measuring Awareness	Chapter 9
3-Sep	3	Segmentation	Chapter 2
8-Sep	3	Capsule 2: Cluster Analysis	TBA
10-Sep	3	The importance of perceptions	Chapter 2
15-Sep	3	Positioning	Chapter 2
17-Sep	3	Capsule 3: Creating perceptual maps	Chapter 9
22-Sep	3	Capsule 3: Creating perceptual maps	Chapter 9
24-Sep	-	Quiz I	-
29-Sep	-	Paper Presentations	-
1-Oct	-	Paper Presentations	-
6-Oct	4	Brand Identity	Chapter 4
8-Oct	4	Brand Elements	Chapter 4
13-Oct	4	Capsule 4: Evidence to define brand elements	TBA
15-Oct	4	Internal Branding	Chapter 8
20-Oct	4	Brand Architecture	Chapter 11
22-Oct	4	Secondary Associations	Chapters 12-14
27-Oct	4	Capsule 5: Full Brand Audit	TBA
29-Oct	5	Consumers' Outcomes	Chapter 9
3-Nov	5	Financial Outcomes	Chapter 10
5-Nov	5	Managing brands over time	Chapter 13
10-Nov	-	Quiz II and Case posted on CANVAS	-
12-Nov	6	New trends in branding	TBA
17-Nov	-	Deadline case and discussion	-
19-Nov	6	Course summary and closing	Chapter 15
1-Dec	-	Project Presentations	-
3-Dec	-	Project Presentations	-

CHANGES TO SYLLABUS

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