



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

Instructor: Ignacio Vargas

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Class hours: Monday and Wednesday from 3:30PM to 4:50PM. BLB 070

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, brand 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 awareness 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: Identity, Segmentation, and Positioning

This unit covers important definitions about your brand, your consumers, and your competitors. Students will analyze the relationship between consumer segmentation, value propositions, and the brand's perceived position in the consumer's mind.

Unit 4: Branding Strategies

This unit examines the key strategies 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 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.

CLASS FORMAT

The classes 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.

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.

GRADING RUBRIC

Course Evaluation	Points	Final Grade	Percentage range
Quiz I	30	A	90% - 100%
Quiz II	30	B	80% - 89.94%
Quiz III	30	C	70% - 79.94%
Research participation	10	D	60% - 69.94%
Total	100	F	0% - 59.94%

Quizzes (individual): Four in-class quizzes will be administered during the course. Each quiz will consist of multiple-choice questions and will be 50 minutes in duration. The points of each question will be informed in the quiz. The quiz with the lowest score will be dropped; the remaining three quiz scores will be used to calculate the final quiz grade.

All quizzes are cumulative. Content assessed in Quiz I may be reassessed in Quiz II; content assessed in Quizzes I and II may be reassessed in Quiz III; and content assessed in all prior quizzes may be reassessed in Quiz IV.

Students are permitted to bring up to two sheets of **handwritten** notes to each quiz. *Notes must be handwritten by the student and may not include printed, photocopied, or digital materials.* No electronic devices are permitted. Collaboration, communication, or any form of academic assistance during quizzes is strictly prohibited and constitutes a violation of the university’s academic integrity policy.

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 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.

Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Important Deadlines!

April 24th, 5:00 PM – Last day to participate in SONA for Spring semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **May 1st**, final scores will be distributed to instructors and cannot be changed after that point.

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). You have up to May 1st 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 April 24th. Article critiques will not be available until the last week before April 24th. Please note that study participation will require less of your time than article critiques.

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
2026-01-12	0	Class presentation
2026-01-14	1	What is a brand?
2026-01-21	2	Brand Equity
2026-01-26	2	Brand Equity
2026-01-28	3	Brand Identity
2026-02-02	-	Quiz I
2026-02-04	-	Review Quiz I
2026-02-09	3	Segmentation
2026-02-11	3	Segmentation
2026-02-16	3	Positioning
2026-02-18	3	Positioning
2026-02-23	-	Summary before Quiz II
2026-02-25	-	Quiz II
2026-03-02	-	Review Quiz II
2026-03-04	4	Brand Elements
2026-03-16	4	Integrated Marketing
2026-03-18	4	New trends in branding
2026-03-23	4	Brand Architecture
2026-03-25	4	Brand Architecture
2026-03-30	4	Secondary Associations
2026-04-01	4	Internal Branding
2026-04-06	-	Summary before Quiz III
2026-04-08	-	Quiz III
2026-04-13	-	Review Quiz III
2026-04-15	5	Consumers' Outcomes
2026-04-20	5	Measuring Brand Equity
2026-04-22	5	Managing brands over time
2026-04-27	-	Summary before Quiz IV
2026-04-29	-	Quiz IV

CHANGES TO SYLLABUS

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