

## Course Description

Course concentrates on strategic and operational issues related to brand management—an important aspect of marketing management—its integration in the organization, management of a brand portfolio, environmental scanning, creation and delivery of consumer value, budgeting, planning, and control issues. Specific topic areas include research, data management, analyses 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 Prerequisite(s):

MKTG 3650 or MKTG 3651 and MKTG 3700 (may be taken concurrently)

## Course Goals

(What you should take away from this course)

You will learn to use these theories to predict how consumers will respond to different marketing activities. To summarize:

1. Describe the scope of marketing and its role within the firm and society.
2. Articulate the scope of tasks, responsibilities and challenges that marketing managers face in the complex and competitive global business environments that currently prevail.
3. Identify basic marketing terminology and concepts.
4. Examine the marketing function as a basic and indispensable driver of all business success

## Course Learning Objectives and Competencies

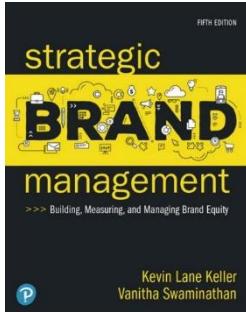
(What you will be expected to do in order to demonstrate mastery)

1. To understand that a brand is one of the most important assets of a firm.
2. To understand strategic brand management as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
3. To understand the importance of consistency for the development of a brand.
4. To learn the basic concepts and techniques for strategically managing a brand.
5. To define branding strategies and make decisions.
6. Analyze the role of the brand as a strategic asset that creates and sustains a competitive advantage.
7. Explain and critically evaluate the concept of brand equity and its implications for brand management decisions.
8. Identify, measure, and interpret the key sources of consumer-based brand equity using appropriate qualitative and quantitative methods.
9. Analyze internal brand decisions and their consistency with the value proposition.
10. Identify and develop brand strategies that align with business objectives, market positioning, and long-term value creation.

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 marketing professional.

## Required Textbook



The following textbook is required:

Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management*. Pearson. ISBN: 9781292314969. 5th edition.

This semester I am integrating **Pearson Revel** into my course. This is a more interactive platform that will allow you to read the text, take quizzes, watch videos and access other resources that should enhance your educational experience. To learn more, check out (<https://www.pearson.com/au/revel/index.html>). You can access Revel through Canvas.

## Course Policies

**Academic Integrity Notice:** Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit [vpaa.unt.edu/academicintegrity.htm](http://vpaa.unt.edu/academicintegrity.htm).

**Student Evaluations of Teaching Effectiveness (SPOT Evaluations):** Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 5% of the course points (5 points) as a reward. **Please keep in mind:** that considerable time and energy has gone into the development and administration of this course.

Some specific examples of academic integrity violations include cheating; plagiarism; or inappropriate assistance (including but not limited to utilization of AI when not expressly given permission to do so) on examinations, homework, and research papers and 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 professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. 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 also considered as plagiarism. You should synthesize this material in your own words and provide a footnote. Your professor 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 an academic referral or penalty. The use of online assistance, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless University of North Texas | January 16, 2024 (v1.0) | pg. 4 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 an academic dishonesty report 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.

**Attendance:** Attendance is required and will be monitored through a combination of in-class participation and in-class submissions. There will be a penalty of half (0.5) point assessed against your final grade for each class missed after the first two (2) unexcused absences and a penalty of one (1) point after four (4) absences. If you expect to be absent for an extended period, please let me know as soon as possible. It is the responsibility of the student to inform me about their absences. Visit the University of North Texas' Attendance Policy for additional information.

**Class Participation** Students are expected to be prepared by reading the appropriate materials prior to class so that they can participate in group discussions and other works assigned in the class. In organizations where more work is done in teams, an important part of a person's contribution is the way he or she participates in meetings. The percentage of the grade assigned to class participation is partially designed to encourage you to enhance and test your abilities in this area. Participation concerns both quality and quantity. Unless required per an official UNT disability accommodation request, photo, video, or audio recordings of any kind is strictly prohibited in the classroom.

### **Syllabus Change:**

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

**Communications:** Since it is a traditional course hence classroom interaction is very important. Accurate and timely communication between the instructor (me) and students (you) is vital. Therefore, please:

- **Check Canvas on a regular basis.** For general communications, I will post announcements to the Course homepage on Canvas.
- **Use email for all course-related correspondence.** Email is the appropriate media to utilize for essential communications between students and instructor in a closed environment. It is possible to forward your Canvas emails to an external email account, which allows you to receive course-related communications without logging into Canvas. (Instructions for doing this are provided at the end of this syllabus.) If you need to speak with me directly, please email me so that we can schedule a phone, video conference, or face-to-face appointment.

**Course Timing:** Please note the start and finish times of the course activities (*see also Course Structure*) described below. All times listed – and all scheduling in Canvas – are U.S. Central Standard Time.

- **Course:** Once opened, course will remain available throughout the duration of the course, so that students can study the materials at their own pace.
- **Quizzes:** All quizzes and other material will be available at the beginning of the course; however, each closes at 11:59 p.m. on the Sunday of the week specified in the Course Schedule. The Final Exam closes at 11:59 p.m. on the Friday of finals week.
- **Assignments and Other Deliverables:** Please refer to Pearson Revel for specifics. All deliverables are due by 11:59 p.m. on the date specified in the Course Schedule.

## Course Structure

### Part 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.

### Part 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.

### Part 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.

### Part 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.

### Part 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.

### Part 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.

**Read Chapters.** You should read the chapters before attending the lectures, supplementary materials will also be provided to enhance your learning (and application) of the concepts. These include case studies, video files, etc.

- **Concept Checks (10%):** As you read the chapters, each major section has a couple questions to answer to ensure that you are grasping the main concepts. These are called "concept checks". There are two questions per concept check, the answers of which will contribute to **10%** of your overall grade.
- **Case Studies (15%):** Students will complete two case studies in Pearson Revel. There are 5 questions per case study so please read carefully. These case studies are designed to provide real world marketing situations where students can apply concepts from class. Across the case studies you can obtain a small but still meaningful **15%** of your overall grade.
- **Chapter quizzes (20%):** Each chapter has chapter quizzes. These quizzes make up the largest proportion of your overall grade so it's very important to complete each chapter quiz. These quizzes aim to evaluate your mastery of the chapter's content. The quizzes contribute **20%** of your overall grade. Quizzes close at 11:59 p.m. on the dates specified on CANVAS.

- **Class Participation (15%):** All students are encouraged to participate in the class discussions and case studies. Active listening and meaningful interaction in the class throughout the term can easily help you obtain up to **15%** marks of your overall grade. Therefore it is imperative to be present in the class and participate in the class happenings.
- **Group Project (20%):** You are required to form groups of 4 to 5 students to work on the group project. Students should form their groups by the end of second week. I will be available to help form the groups in case you are unable to form the groups after the second week. Each group should select/elect a group leader (GL) to help in the coordination and cohesion of the group members. Group leaders should let me have the names of their group members.

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 suggest ways to improve and/or leverage that equity. Each team's audit must include a brand inventory (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.

**Progress Report Team work:** Each team will be required to submit a detailed outline reflecting upon the structure of the final report and class presentation. This outline should contain summary of the argument you are presenting in the bullet form. Reports will vary in length depending upon each group's description of their project. This report will be a part of your final project grade.

**Final Team Project** presentations will be conducted during the class days designated for the presentation prior to the Final exams. Students must attend all presentations. The groups also need to submit the proposals on time. One point per day will be deducted if the progress report is not submitted on time.

Final Presentations will be held on the designated class before the final week. Every student of the group is required to give their part of the presentation. A total of **20%** marks are allocated for the group project for each member of the group who also makes a presentation.

Prepare as if you were an outside consulting group presenting your recommendations for the brand's next steps to the brand's 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 exam (20%):** At the end of the semester, students will also complete a comprehensive final assessment to test their mastery of the principles of the course and their mastery of the course objectives, which is **20%** of your overall grade. It will be open the entire finals week.

## IN-CLASS ACTIVITIES

A study of strategic brand management requires an understanding of the self as a consumer. This not only makes you a better consumer, but it also makes you a better student of strategic brand management. Most weeks there will be an in-class activity that will be completed in small groups during class. If you are absent, you will be responsible for making up the assignment – on your own – within one week of the original due

date. Each group member is expected to participate to their level of comfort but must be “present” during the work. This means each group member must be engaged with the assignments while avoiding distractions and taking care of personal matters. To be successful with the in-class assignments, you need to properly and clearly apply the concepts, make a compelling presentation, and generally make individual and group efforts to put together a high-quality assignment. I do reserve the right to deduct points if it appears effort was not made, concepts were missed/ignored, the presentation is not up to standard, and/or a student is disengaged with their group.

## Research Experience Program

[unt-cob.sona-systems.com](http://unt-cob.sona-systems.com)

[cob.unt.edu/research/research-experience-program](http://cob.unt.edu/research/research-experience-program)

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on strategic brand management, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

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. Your participation in these research studies will make up **8%** of your final class grade. Your participation in this program is critical to the furthering of UNT’s research goals.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—[unt-cob.sona-systems.com](http://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 format and duration of the study.

### 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 8% course requirement, you must earn a total of **8 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](http://unt-cob.sona-systems.com). If you have questions, DO NOT contact me. Instead, contact the REP Admin Team via email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu). Your questions will be addressed promptly, usually within 24 hours.
- ➔ Visit [cob.unt.edu/research/research-experience-program](http://cob.unt.edu/research/research-experience-program) for detailed sign-up instructions and more information.

### Important Deadlines!

**April 24<sup>th</sup>, 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 1<sup>st</sup>**, final scores will be distributed to instructors and cannot be changed after that point.

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

**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: **4330.501** (Make sure you enter this class correctly!)
- 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 1<sup>st</sup> to adjust these credits!

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](mailto:RCoBRep@unt.edu) and they will assign you an article to critique. Critiques are due on or before April 24<sup>th</sup>. 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.

### **COURSE FORMAT**

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), and in class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

### **READING ASSIGNMENTS/CLASS NOTES:**

You are expected to come to class prepared. I strongly encourage you to print the PowerPoint slides posted on Canvas (<https://unt.instructure.com>) and bring them with you to class. The slides will be posted no later than 9:00 PM the evening before each class. The PowerPoint slides are designed to aid your note-taking. As such, they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

### **EXAMS**

The exams are designed to test your understanding of the basic terminology as well as your depth of understanding of important concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics discussed in class. The exams are **not** cumulative.

**Guidelines for Professional Communication.** Students are expected to treat any digital communications in the Course—including emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging short-hand)
- Will not be written in all capital letters.
- Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
- Emails should include a specific subject line.

All communications should be courteous and respectful (see **Code of Conduct** below).

## Student Evaluation:

GRADING ITEM	% OF GRADE
<b>Chapter "Concept Checks"</b>	<b>10%</b>
<b>Chapter Quizzes</b>	<b>20%</b>
<b>Case Studies</b>	<b>15%</b>
<b>Class Participation</b>	<b>15%</b>
<b>Final Term Project</b>	<b>20%</b>
<b>Final Exam</b>	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

GRADING SCALE
<b>A = 90% – 100%</b>
<b>B = 80% – 89%</b>
<b>C = 70% - 79%</b>
<b>D = 60% - 69%</b>
<b>F = below 59%</b>

**A Final Note on Grading:** All final grades are just that – FINAL. Any and all grade discrepancies should be raised prior to the end of the semester. Do not wait until the final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so that your needs can be accommodated.

## Course Code of Conduct

Students are expected to adhere to the following Codes of Conduct:

As members of the UNT community, we have all made a commitment to be part of 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 so we will work as a class to collaborate in ways that encourage inclusivity.

Respect other users. Be polite, open, and respectful in your online communications. Any abusive, offensive or inflammatory posts, or any comments that personally attack any individual will not be tolerated, will be removed, and additional actions might be taken, including your removal from the Course and the seeking of further disciplinary action, as needed.

- **Academic Integrity Standards and Consequences.** 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 ranging from admonition to expulsion from the University.
- **Emergency Notification & Procedures.** UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to CANVAS for contingency plans for covering course materials.
- **Student Perception of Teaching (SPOT)** is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this

course. I consider SPOT to be an important part of your participation in this class. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. 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/>) or email [spot@unt.edu](mailto:spot@unt.edu).

- Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 2% of the course points (2 points) as a reward.
- **Emergency Notification and Procedures** UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.
- **Course Contract Agreement to the Terms of the Syllabus:** This syllabus should be considered a "contract", whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.

## **Course Schedule**

This schedule is an initial guideline and subject to change. I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances. If changes to this schedule are made, you will receive notification via a Canvas announcement and an email.

*Please note that assignments are due on Sunday's to give students the full week to complete them, and in the event that your work schedule only accommodates weekend course activity. The only exception is finals week which ends on a Friday.*

## **Syllabus Change**

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

DATE	ACTIVITY	DU <sup>E</sup>
	<b>PART 1: OPENING PERSPECTIVE</b>	
<b>Jan 12 - 16</b>	INTRODUCTION Chapter 1: Brands and Brand Management	READ
	<b>PART 2: DEVELOPING A BRAND STRATEGY</b>	
<b>Jan 19 - 23</b>	Chapter 2: Customer-Based Brand Equity and Brand Positioning	READ
<b>Jan 26 – 30</b>	Chapter 3: Brand Resonance and Brand Value	READ/QUIZ
	<b>PART 3: DESIGNING AND IMPLEMENTING BRAND MARKETING PROGRAMS</b>	
<b>Feb 2 – 6</b>	Chapter 4: Choosing Brand Elements to Build Brand Equity.	READ/CASE STUDY
<b>Feb 9 – 13</b>	Chapter 5: Designing Marketing Programs to Build Brand Equity.	READ/GROUP FORMATION/QUIZ
<b>Feb 16 – 20</b>	Chapter 6: Integrating Marketing Communications to Build Brand Equity.	READ/PROPOSAL BY 11.59 PM
<b>Feb 23 – 27</b>	Chapter 7: Branding in the Digital Era.	READ/QUIZ
<b>Mar 2 - 6</b>	Chapter 8: Leveraging Brand Associations to Build Brand Equity.	READ/CASE STUDY
<b>Mar 9 - 15</b>	<b>SPRING BREAK</b>	<b>NO CLASS</b>
	<b>PART 4: MEASURING AND INTERPRETING BRAND PERFORMANCE</b>	
<b>Mar 16 - 20</b>	Chapter 9: Developing a Brand Equity Measurement and Management System.	READ/QUIZ
<b>Mar 23 - 27</b>	Chapter 10: Measuring Sources of Brand Equity: Capturing Customer Mind-Set.	READ/CASE STUDY
<b>Mar 30 - APR 3</b>	Chapter 11: Measuring Sources of Brand Equity: Capturing Market Performance.	READ/QUIZ
	<b>PART 5: GROWING AND SUSTAINING BRAND EQUITY</b>	
<b>APR 6 - 10</b>	Chapter 12: Designing and Implementing Brand Architecture Strategies.	READ/CASE STUDY
<b>APR 13 - 17</b>	Chapter 13: Introducing and Naming New Products and Brand Extensions. Chapter 14: Managing Brands Over Time.	READ/QUIZ
<b>APR 20 - 24</b>	Chapter 15: Managing Brands Over Geographic Boundaries and Market Segments. <b>PART 6: CLOSING PERSPECTIVE</b> Chapter 16: Closing Observations.	READ/PROJECT SUBMISSION
<b>APR 27 - 30</b>	<b>FINAL PROJECT PRESENTATION</b>	
<b>MAY 2 - 4</b>	<b>FINAL EXAM</b>	