

# MKTG 4330.001

Strategic Brand Management  
Dr. Majed Yaghi, Clinical Associate Professor

## Spring 2026

T/TH 3:30 pm - 4:50 pm (BLB 260)

Instructor: Dr. Majed Yaghi



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**Office/Students' Hours- BLB 399 B**

T/TH: 11:00 am - 1:00 pm

## Course Introduction

This course focuses on strategic and operational issues related to brand 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 decisions concerning product/service offerings, pricing, communication (advertising, sales promotion, sponsorship, and publicity,) channels, ethics, and global implications, among others.

### Learning Outcomes

After completing this course, you should be able to:

1. **Understand & Explain** the role a brand plays for an organization and its strategic significance.
2. **Apply** the principles of managing a brand, including how to conduct a brand audit.
3. **Engage** effectively with classmates and guest speakers to make strong and lasting connections.

All the work you will do in this course aligns with one of those four learning outcomes. From the lectures to the in-class activities and guest visits, it all aligns with those three major learning outcomes.

### Succeeding in this Course

Helping you succeed in this course is my top priority. I will do my best to be present at all times. Here are three things that you could do to ensure you maximize the value you take away from this course:

#### Demonstrate a growth mindset

By approaching each class meeting and engagement as a learning opportunity.

#### Challenge yourself

By learning something new every class.

#### Take an active role in class activity

It reflects motivation and commitment to excellence

### Teaching Philosophy

My core belief is that a college education is about acquiring a body of knowledge from each course a student completes. As such, new knowledge and skills are built incrementally, with foundational concepts forming the base upon which more complex and specialized ideas are stacked. As such, I teach the basic concepts of the courses and then help my students apply them in real life, thus ensuring comprehension and retention of the subject matter concepts. Harnessing an inclusive learning environment is important to me because each of us learns in a unique way. Please help me create a classroom culture of open communication, mutual respect, and inclusion. Together, we can ensure a welcoming classroom for all. If you ever feel this is not the case, please let me know. We are all learning together.

### Textbook (Highly-Recommended)

**Strategic Brand Management** Keller (2019), 5<sup>th</sup>. Edition, Prentice Hall

ISBN: 978-1-337-29654-0

### Technology Requirements:

To maximize the value of this class, students will need a computer with a reliable internet connection, Canvas Learning Management System, UNT Email, Microsoft Office 365: <https://outlook.office.com/>, Google Docs: <https://docs.google.com/>, Adobe Reader: <https://get.adobe.com/reader/>

### Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

**UIT Help Desk:** [UIT Student Help Desk site \(http://www.unt.edu/helpdesk/index.htm\)](http://www.unt.edu/helpdesk/index.htm)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu) **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help \(https://community.canvaslms.com/docs/DOC-10554-4212710328\)](https://community.canvaslms.com/docs/DOC-10554-4212710328)

## Course Policies

### ***Academic Integrity Policy***

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, ranging from admonition to expulsion from the University.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, 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 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 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 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.

### ***Artificial Intelligence Use***

General Writing - In principle, you may submit material that contains AI-generated content or is based on or derived from it if this use is properly documented. This includes, for example, drafting an outline, preparing individual sections, combining elements, removing redundant parts, and compiling and annotating references. Your documentation must make the process transparent – the submission itself must meet our standards of attribution and validation.

Generative AI - Artificial Intelligence that can produce content is now widely available to produce text, images, and other media. We encourage the use of such AI resources to inform yourself about the field, to understand the contributions that AI can make, and to help your learning. However, keep the following three principles in mind: (1) An AI cannot pass this course; (2) AI contributions must be attributed and edited for accuracy; (3) The use of AI resources must be open and documented.

1. AI cannot pass this course: This is necessary to ensure you are competent to surpass generative AI in the future, whether in school or the workplace. If this cannot be achieved, if you are not able to maintain control of the rules, you are entering an unwinnable competition.
2. Attribution: You are taking full responsibility for AI-generated materials as if you had produced them yourself: ideas must be attributed, and facts must be true.
3. Documentation: By tracking your AI use and sharing your experiences, we all gain understanding, identify potential issues in this rapidly changing field, and discover better ways to use the resource.

### **Attendance & Participation**

While attendance will not be tracked or graded, your presence in class will allow you to participate in various learning activities and earn valuable credit. Participation represents 30% of the course grade.

### **Requests for Special Consideration**

When a student requests special consideration for missing a quiz or assignment due date, written documentation must be provided to support the request. Providing special consideration to a student without documentation discriminates in favor of the requesting student and to the detriment of all other students.

### **Grading Challenge Policy**

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'. Should you believe there is a grading error for a particular activity, you may make a grade "challenge". This grade challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted, and your grade will stand as recorded.

### **Late Submissions**

You are expected to turn in assignments on time. Please pay attention to the deadlines given, and submitting assignments late risks a lower grade.

### **Americans with Disabilities Act**

UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the ODA website at [disability.unt.edu](http://disability.unt.edu).

### **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### **Student Perception of Teaching**

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 with a chance to comment on how this class is taught. Feedback from students helps me improve this course experience. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto: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).

### **Emergency Notification and Procedures**

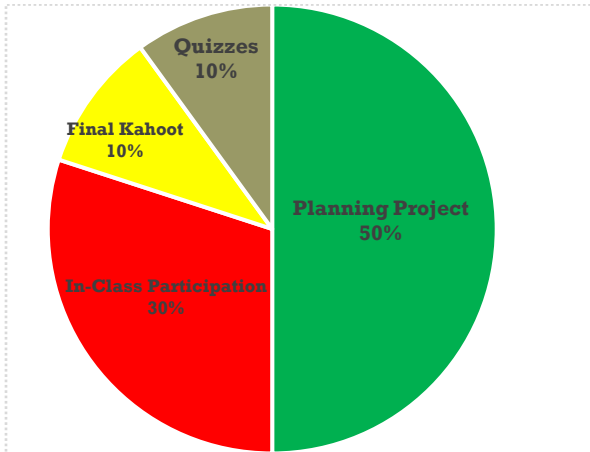
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

### **Grading Scale**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
>899 pts.	800-899 pts.	700-799 pts.	600-699 pts.	<600 pts.

## Course Main Components

Below are the five (5) key components that make up your total grade of 1,000 points.



### ***In-Class Participation*** **(300 pts.- 30% of total course grade)**

There will be in-class activity throughout the course with varying point valuation. The timing of activity will be at the professor's discretion and only present students are eligible for the points.

### ***Quizzes*** **(100 pts.- 10% of total course grade)**

Two short-essay quizzes covering learning material from the classroom lectures and designed to test your comprehension level.

### ***Final Kahoot*** **(100 pts.- 10% of total course grade)**

The final Kahoot is a review of all the learning material covered during the course. It may be substituted with a team-based Jeopardy game. Students will decide.

### ***Group Project*** **(500 pts.- 50% of total course grade)**

This is the most important component of the entire course. The group project will be developed throughout the course, applying the concepts learned to a specific brand, and will involve preparing an oral presentation to a group of judges. All project details will be shared in class and are currently posted on Canvas.

## Ordering of Topics (Subject to Revision)

WK	DATE	LEARNING MATERIAL	LEARNING OBJECTIVE
1	Jan. 13 & 15	Syllabus Review, Course Expectations, Introductions Group Project Overview, Partner Brands' Introduction, Teams' Formation	Engagement Explanation
2	Jan. 20 & 22	Developing a Brand Strategy (Brands, Defining Customer-Based Brand Equity, Brand Positioning)	Explanation
3	Jan. 27 & 29	Designing and Implementing Brand Marketing Programs (Brand Resonance and the Brand Value Chain, Choosing Brand Elements to Build Brand Equity)	Explanation
4	Feb. 3 & 5	Measuring and Interpreting Brand Performance (Secondary Brand Associations, Developing Equity Measurement Systems, Measuring Sources of Equity)	Explanation
5	Feb. 10 & 12	Growing and Sustaining Brand Equity (Designing Brand Architecture Systems, Managing Brand Over Time)	Explanation
6	Feb. 17 & 19	Group Project Work	Application
7	Feb. 24 & 26	Group Project Work	Application
8	Mar. 2 & 4	Group Project Work	Explanation
9	Mar. 9 - 13	<b>SPRING BREAK (Enjoy)</b>	
10	Mar. 17 & 19	Group Project Midterm Status Update: In-Class Presentations	Application
11	Mar. 24 & 26	Group Project Work	Application
12	Mar. 31 & Apr. 2	Group Project Work	Application
13	April 7 & 9	Group Project Work	Application
14	April 14 & 16	Group Project Work	Explanation
15	April 21 & 23	Group Project Final Presentations to Judges	Explanation
16	April 28 & 30	Reflections & Final Kahoot	Application
17	May 4 - 8	FINALS WEEK	

