COURSE BACKGROUND

In order to effectively analyze market opportunities and formulate effective positioning strategies, an understanding of brand management is essential. With markets around the world opening up to global competition, embracing internet and social media, and rewarding corporate social responsibility and sustainable practices, it is the strategic analysis of brands that is central to developing a competitive advantage in contemporary markets.

COURSE MATERIALS

Required Readings:
5. Rohit Deshpande and Anat Keinan. “Marketing Reading: Brands and Brand Equity,” HBR, Jan 6, 2014

Note: Please note that instructor can share additional readings based on class discussion and interests.

Other Suggested Readings:
LEARNING GOALS AND OBJECTIVES

• To develop the participant’s conceptual abilities and substantive knowledge in brand management from a variety of perspectives which are cross-functional and of an applied nature.

• To develop an appreciation and understanding of how consumer behavior, marketing research, and marketing strategy influence management of brands.

• To understand how branding can impact individuals, products, organizations, ideas, etc.

• To foster thinking skills, communication skills, and self-development.

INSTRUCTOR’S TEACHING PHILOSOPHY

I believe in the engaged learning paradigm at the executive education level, where knowledge is jointly constructed by participants and faculty; where participants are active learners, discovering and transforming facts and observations into knowledge.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through SafeAssign or Turnitin, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

EXPECTATIONS

The course will sufficiently challenge you and demand your time and creativity. I understand that it will also compete for time from other courses and involvements. It is important, therefore, for you to be organized. I see myself as a resource person, and a guide. Here are some of your responsibilities.

• Regular attendance is expected. Absences due to medical reasons, approved college activities, and/or emergencies are exceptions.

• Late arrival, cross-talking, and using cell-phone in class is not encouraged. Primarily these actions are unprofessional; they are also not taken lightly in business circles.
• Check your emails regularly for any course updates. You are expected to read case studies, and other assigned materials before coming to class. Active participation in class discussions is always encouraged.

It is required that all participants follow the Rutgers University Policy on Academic Integrity. This pertains to academic dishonesty including, but not limited to, cheating, plagiarizing, fabrication of information, etc. I intend to enforce the policy fully. Please refer to the following website for details: http://academicintegrity.rutgers.edu/

**GRADING POLICY**

Group Case Analysis and Presentation – 3 x 50 (each group will be assessed for both analysis as well as constructive criticism of the other group’s presentation)

Final project - 100

A = 90% & above; B+= 85-89.99%; B = 80-84.99%; C+= 75 to 79.99%; C =70 to 74.99%; F = 69.99% & less

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Topics</th>
<th>In class material</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Theory of Jobs to be done</td>
<td>Know jobs to be done</td>
<td>Break into groups</td>
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<tr>
<td>Revisit the basics of Marketing - STP</td>
<td>What Airbnb understands about customers’ “jobs to be done”</td>
<td>Introduction and start of discussion for the final project</td>
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<td>Market segmentation, target market selection, and positioning</td>
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<td>Powerpoint notes</td>
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<td>Ways to collect data beyond traditional</td>
<td>Note on Innovation Diffusion: Roger’s five factors</td>
<td>Creating demand landscape</td>
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<td>Marketing Research</td>
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<td>Brandless: Disrupting consumer packaged goods</td>
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<td>Consumer infatuation</td>
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<td>Diffusion of innovation</td>
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<td>S curves</td>
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<td>Discussion on Demand Landscape</td>
<td>Powerpoint notes</td>
<td>Work on the first five sections of the final project</td>
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<td>Discussion on Brandless</td>
<td>Social Media Matrix</td>
<td>Presentation on Apple case study</td>
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<td>Introduction to schemas</td>
<td>Inducing the right behavior</td>
<td>Start with data collection for Schema</td>
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<td>Groups present their initial ideas for the final project</td>
<td>Authenticity (influencer vs. UGC)</td>
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<td>Resistance and Propagation</td>
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<td>Powerpoint notes</td>
<td>Apple Case Study</td>
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<tr>
<td>Presentation on Apple case study</td>
<td>BRAND LOYALTY AND POSITIONING</td>
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<td>Brand loyalty and positioning</td>
<td>Each group will present an update on the project</td>
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<td>Brand positioning</td>
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<td>Discussion on common data metrics</td>
<td>Kodak case study</td>
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<td>Presentation on Kodak case</td>
<td>Marketing Strategy</td>
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<td>Marketing Strategy</td>
<td>Value Creation and its elements</td>
<td>Assignment on company case</td>
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<td>Final discussions on the project presentation</td>
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<td>Some interesting anecdotes</td>
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<td>Presentation</td>
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SUPPORT SERVICES


[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are pregnant, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek religious accommodations, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office
of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run vpva@rutgers.edu.

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]
[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of physical health services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]
[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of legal services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to English as a second language (ESL) should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]
[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional academic assistance, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc]
[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]
[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:]

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]