

Marketing
Course Number: 33:630:498
Course Title: Brand Management

COURSE DESCRIPTION

This course deals with brands. Why they are important, what they represent to both existing and prospective customers. Also, what firms should do to manage their brands properly. As many business executives correctly recognize, perhaps the most valuable assets a firm has are the brands it has invested in and developed over time. Although competitors can often duplicate manufacturing processes and factory designs, it's not so easy to reproduce strongly held beliefs and attitudes established in the minds of consumers. The difficulty and expense of introducing new products, however, puts more pressure than ever on firms to skillfully launch their new products as well as manage their existing brands.

COURSE MATERIALS

TEXT:

Strategic Brand Management: Building, Managing and Measuring Brand Equity (5th Edition) Kevin Lane Keller and Vanitha Swaminathan; Prentice Hall; ISBN 978-0-13-489249-8

CASES:

Several case studies are required and may be purchased directly from Harvard Business School Publishing. A link to the required cases and case assignment questions will be sent to you via Canvas announcement/course document. Questions are to be answered (approximately 2-3 pages in digital form) and handed in prior to the case discussion. Your answers and point of view should be supported with information from the case. No participation credit will be given for a case discussion without submission of the questions prior to the discussion. You may retain an electronic copy for your personal use during our case discussion.

Cases describe interesting brand management issues encountered by real firms. We will use cases as examples to illustrate branding concepts and processes in detail. Cases will give you an opportunity to make and justify marketing decisions. We will focus on identifying the brand management issues/problems in the cases and applying brand management concepts to recommend courses of action. There is no right answer to a case, but some answers may be better than others. The strength of your reasoning and analysis is as important as your recommendations. Accordingly, we will not focus on what a firm did, but we will emphasize how to analyze and solve the firm's problem.

LEARNING GOALS AND OBJECTIVES

- The primary objectives of this course are: to increase understanding of the important issues in planning and evaluating brand strategies and to provide the appropriate tools to make better branding decisions. An additional area of emphasis will be brand management's interaction with other functional disciplines within the corporate structure. Classes will be a combination of lectures, cases, class discussion, and guest speakers.
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PREREQUISITES

This course requires the completion of one prerequisite: 33:630:301 (Introduction to Marketing). Junior or senior status, marketing majors only.

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.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, please report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation [within 3 days of your first absence].

If you miss two or more classes without informing me in advance and without good reason, your participation grade will be reduced up to a full letter grade. For example, if you are a B+ student in class participation and you miss two classes (without informing me or have a valid excuse), the best participation grade you can earn is a C+. Miss four classes and your grade will be an "F" for class participation. I do understand that there are circumstances that may require you to miss a class so

informing me in advance will help you here but does **NOT** remove your responsibility for all assigned work.

Please adhere to the following rules:

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Arrive on time for each class session. If you are going to be late, please come in as quietly as possible so as not to disrupt the flow of our discussion.
- Remain for the entirety of each class session. If you are going to leave early, please let me know in advance.
- Complete all background reading and assignments prior to the class in which they are being covered. You will not get the benefit of this course if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for approximately twice as many hours.
- Participate fully in each class session. Stay focused and involved. You cannot learn if you are not paying attention.

CLASSROOM CONDUCT

- All cell phones/beepers need to be turned off when you enter the classroom. Laptops are to be used for taking notes only. There are no exceptions.
- Sleeping, texting, gaming, using social media, using the Internet, or reading for non-class related purposes during class are all unacceptable. I reserve the right to ask any student doing these things to leave the class, which will result in an absence for the day.
- Additionally (I don't anticipate this), if I determine your classroom behavior to be overly disruptive, I reserve the right to ask you to leave the classroom. If this occurs, you will receive an unexcused absence for that day. This includes excessive talking and/or disruptive behavior, which is disrespectful to me, and also to your fellow classmates.
- I expect you to be committed to learning about Brand Management and fulfilling course obligations.
- I will be treating you as fellow marketers and I believe this will make the class more fun and also give us all a better learning environment.

I am committed to your success, and you can show me your commitment as follows:

- 1) Be proactive and aware of any changes and updates made to the syllabus and/or assignments.
- 2) Actively participate in class (ask questions, contribute to the class discussion, pay attention).
- 3) Ask questions when you are unclear about a topic or want to explore an area in more detail.
- 4) Present only your own content. Do not plagiarize your assignments or cheat on quizzes or tests - at Rutgers this is cause for failure.

Just as I have expectations of you, I want you to know that I am also committed to your education. I will:

- 1) Inform and update the class on the direction of the course
 - 2) Be prepared for class, beginning and ending on time
 - 3) Return assignments/tests back to you in a timely fashion
 - 4) Facilitate open discussions and encourage questions
 - 5) Be available to you when you have problems, questions, and suggestions
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EXAM DATES AND POLICIES

There are 2 exams in this course, a mid term and a final. Dates of exams are listed in the class schedule in this syllabus.

Exams will cover assigned reading, lectures, videos, exercises, class discussion and will include material from all topics covered up until the class session just before the test. If I do not cover material in the class lecture that is included in your text, you are still responsible for it. The format of the test may include essay, multiple choice, fill in the blank, and some short, open-ended questions.

Staying current with all class material is key to success. Start **EARLY** and write down any questions you cannot find answers for. If you are not in class on the day the mid-term is given you will receive a grade of 0 on that test. You can make up the mid-term **ONLY** if you present an approved excuse (see Attendance section below) within **one business week** after the date of the test. If you fail to provide me with an approved excuse within one week after the test you will get a 0 on the test. See me in advance if you have to miss the exam date. Exams cannot be taken at home. I will require your graded exam to be returned to me at the conclusion of the class period in which the exam is reviewed.

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
 - No cell phones or other electronics are allowed in the testing room.
 - You must show a valid Rutgers photo ID to enter the room and to turn in the exam.
 - Alternate seating; do not sit next to another student or in your usual seat.
 - Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
 - Your exam will not be accepted unless you sign the Honor Pledge.
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GRADING POLICY

Course grades are determined as follows:

Grading Scale:

- o A 92-100
- o B+ 86-91.99
- o B 80-85.99
- o C+ 76-79.99
- o C 70-75.99
- o D 60-69.99
- o F 59.99 or below

If you are in danger of failing, I will issue warning grades on the Regis grading system. Your grade will be determined as follows:

Mid-Term Exam	25%
Final Exam	25%
Group Project	25%
<u>Class Participation/Assignments</u>	<u>25%</u>
TOTAL	100%

Note: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and I will not engage in the conversation. Grades are posted to REGIS at the conclusion of the term.

COURSE SCHEDULE

(I may make changes, please refer to Canvas for latest)

<u>Session-Date</u>	<u>Topic(s)</u>	<u>Chapter(s)</u>
1-	Course Introduction	
	Brands and Brand Management	1

	Customer Based Brand Equity and Brand positioning	2
	ASSIGNMENT OF CASE FOR NEXT CLASS	
2-	Brand Resonance and The Brand Value Chain	3
	CASE DISCUSSION: Chase Sapphire: Creating a Millennial Cult Brand	
3-	Choosing Brand Elements to Build Brand Equity	4
	Designing Marketing Programs to Build Brand Equity	5
	<i>Team Project handed out and discussed</i>	
4-	Integrating Marketing Communications to build Brand Equity	6
	Branding in the Digital Era	7
	<i>Group Project Proposal submitted in writing from each team</i>	
	ASSIGNMENT OF CASE FOR NEXT CLASS	
5-	CASE DISCUSSION	
	Leveraging Secondary Brand Associations to Build Brand Equity	8
6-	MIDTERM EXAM REVIEW	
7-	Midterm Exam (first half of class)	
	Developing a Brand Equity Measurement and Management System	9
8-	Measuring Sources of Brand Equity: Capturing Customer Mindset	10
	Measuring Outcomes of Brand Equity: Capturing Market Performance	11
	ASSIGNMENT OF CASE FOR NEXT CLASS	

9-	CASE DISCUSSION	
	Designing and Implementing Brand Architecture Strategies	12
10-	Introducing and Naming New Products and Brand Extensions	13
	Managing Brands over Time	14
11-	Managing Brands over Geographic Boundaries & Market Segments	15
	Team Time for projects	
12-	Closing Observations	16
	Team Time for projects	
13 -	Projects Due - Class Presentations- Attendance is Mandatory	
14-	FINAL EXAM REVIEW	

EXAM ()-() TBD Final Exam ()

We will take a break during class, but if you find you need to get up and take a break at another time, please do so quietly. You don't need to ask for permission, just please be courteous leaving and re-entering the room.

Statement of understanding of Rutgers University Academic Integrity Policy

I hereby acknowledge that I have read and understand the Rutgers University Academic Integrity Policy.

<http://academicintegrity.rutgers.edu/>

Statement of Understanding of Syllabus

I hereby acknowledge that I have read all terms and conditions of the syllabus and understand the content within.

Name: _____

Signature: _____

Date: _____

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[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.]