

**MKT 3320.001**  
**Product and Brand Management**  
**Fall 2025**

**Course Information**

Course number/section	MKT 3320.001
Class hours:	Tue/Thurs 2:30-3:45pm (Section 001)
Class location:	JSOM 12.210
Course Modality:	In person

**Professor Contact Information**

Professor	Fang Wu, Ph.D.
Office Phone	972-883-4740 (for emergency only)
Email Address	<a href="mailto:fangwu@utdallas.edu">fangwu@utdallas.edu</a>
Office Location	JSOM 13.312
Office Hours	Tue 1-2 PM or By appointment

**Course Description**

This course discusses concepts and cases of planning, building, measuring and management of brands and products. It covers topics such as branding, brand equity, brand positioning, perceptual mapping, product portfolio management, and long-term brand management as well as how to manage the product life cycle. An estimate of 20 hours of community engagement experience can be earned in this class. Prerequisites: MKT 3300

**Student Learning Objectives**

1. Students will understand the advantages associated with creating strong product lines and brands (using traditional and online marketing) while learning to leverage that strength to build future business.
2. Students will gain a better understanding of how marketers build their brands and their associated brand equity.
3. Students will develop the ability to think critically about how to adjust brand strategies over time to maximize long-term brand profitability.

**Required Course Materials**

- Keller and Swaminathan, “*Strategic Brand Management: Building, Measuring, and Managing Brand Equity*”, 5th Edition, 2020.
- Suggested reading: Business publications, Marketing academic articles, brand evaluation sources such as [www.interbrand.com](http://www.interbrand.com) can provide useful information on product management, branding and online branding.

## **Course Methodology**

**Lectures and Discussion:** This course will be primarily lectures-discussion based. Short lectures and discussion of key marketing concepts and principles will be followed as specified in the class schedule. Students are responsible for all of the information in the assigned materials. Your participation in the class discussion will be an important factor for your class participation grades.

## **Community Engagement Project**

You have the opportunity to engage in the community support initiatives such as the North Texas Giving Day (NTGD) campaign to help a non-profit organization of your choice to build stronger brand support and brand equity. This project will provide hands-on experience for you to think critically about how to improve the non-profit organization's brand strategies and implement them in order to maximize its long-term brand success. A successful completion of this project will provide 20 hours of service towards your JSOM community engagement requirement.

## **Final Group Brand Audit Report**

The objective of this final project is to provide you an opportunity to conduct a comprehensive **brand audit** for a specific brand of your choice. The brand audit report gives you the opportunity to examine the brand through conducting a comprehensive and systematic analysis of the brand to assess the overall brand strategies, different brand elements and make recommendations to build the brand equity and improve the brand performance further if needed. Good research is what makes or breaks a marketing plan report. You should conduct relevant research that provides sufficient details to support your assessment of the brand's overall marketing strategy and its environment.

## **Student Assessment**

### **Grading Policy**

Two Quizzes	25%
--Q1 (10%), Q2 (15%)	
Community Engagement Assignment	25%
--CEP Report (20%)	
--CEP Presentation (5%)	
Final Brand Audit Report	30%
--Final Report (25%)	
--Final Presentation (5%)	
Group Event Show	10%
Class Participation and Peer evaluation	10%
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Total	100%

## **Quizzes**

**Two quizzes** will be given that cover the assigned cases and class materials throughout the semester. Both quizzes will be administered in class. The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement! There is NO make-up quiz. Please plan your schedule accordingly.

## **Community Engagement Assignment**

Up to three people can work together on their community engagement assignments. The student/partner(s) needs to choose a non-profit organization and contact them to figure out what they can do to help the non-profit organization to build a stronger brand presence. Students need to turn in assignments to show their work for the non-profit organization and present a brief about what you have done for the non-profit to the class. Every student is required to be actively involved in this project and show their successful completion of the assignments in order to earn 20 hours of service that would be counted towards the JSOM community engagement requirement.

## **Final Group Brand Audit Report**

Groups will be formed at the beginning of the semester. You may use the online group sign-up sheet to join or register a group. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group.

Each group of students will also be responsible for developing a Brand Audit Report which is to be submitted using course assignment tool and be posted on the discussion board at the end of the semester. Each group will choose a brand of interest to conduct a comprehensive Brand Audit report and make assessments/recommendations regarding how to enhance the overall brand performance.

Each group will present their brand audit report at the end of the semester and answer any questions from the rest of the class on their final brand audit report. The details for the brand audit report will be given later in the semester.

## **Group Event Show**

Keep up with the current events and current development in the business field is crucial for successful brand building. The group event show is designed to serve this purpose. Each group member is required to conduct research on their own related to a chosen current event related to a brand and make a 10-min oral presentation in class according to the assigned schedule. *Each group will submit the power-point slides as a group. Also, each member is required to turn in one-page summary of your own research.* Failure to turn in the summary or failure to show up for the group event show will result in a zero grade for that member. The group event show will be evaluated based on content and presentation communication skills. Be creative in your presentation! The schedule and suggested topics will be given to you later in class.

## **Class Attendance and Participation**

Class attendance will be taken regularly to ensure student participation. Since this is an in-person class, **online class attendance does not count towards your regular class attendance or participation**. Students are required to participate in all class activities such as in class discussions, all assignments, and group projects. Active participation in the class discussions and contributions to your group's assignments/projects is an important part of your class participation grades. Please note that class participation scores will be based upon the quality of each student's input in class.

## **Peer Evaluation**

To ensure each group member performs responsibly, a peer evaluation will be conducted at the end of the semester. Each student will evaluate him/herself as well as other group members, on all group work, using a Peer Evaluation Form. If a student receives consistently low peer evaluation due to no-participation or low participation in the final group project, their final project grades will be adjusted based on their peer evaluation scores.

Peer evaluation form needs to be submitted using the assignment submission tool by the due date. You should be honest and impartial in your evaluations. The instructor reserves the right to correct and/or discard evaluations if they appear to be questionable.

## **Assignment submission instructions**

Locate the assignment tab in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#).

**Please Note:** Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any group assignment, select one individual among the group who will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded.

**Turnitin Submission:** Groups are also required to submit a copy of Group Brand Audit Report using [Turnitin](#) tool for the purpose of plagiarism scanning. Please see the Turnitin submission links on the Assignments page.

## **Course Policies**

**Late Work:** Late work will not be accepted. Please ensure that your written assignment and report is submitted on or before the due date.

**Re-Grading Policy:** If you have any grade disputes and would like to have it re-graded, you must submit a written request **within one week** after receiving the grade. Late submissions will not be accepted.

## **Traditional and Virtual Classroom Citizenship**

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

### **Class Participation**

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to university requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

### **Class Recordings**

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

### **Class Materials**

The Instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

### **Technical Requirements**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

### **Course Access and Navigation**

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information. To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

## **Communication**

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

### Interaction with Instructor

The instructor will communicate with students mainly using the Announcements and Discussion tools. Students may send personal concerns or questions to the instructor using the Course Messages tool. General questions which are not of a personal nature should be posted in the “Ask the Professor” Board or Forum. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

## **Distance Learning Student Resources**

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

## **Server Unavailability or Other Technical Difficulties**

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

## Academic Calendar

Week	Date	Topic	Reading /Assignment
1	08/26 08/28	<ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Why Brands Matter</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 1</li> </ul>
2	09/02 09/04	<ul style="list-style-type: none"> <li>• Brand Equity</li> <li>• Community Engagement project (CEP) assignment</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 2</li> <li>• Group formation for final project by 09/04</li> <li>• Pick Group Event Show</li> </ul>
3	09/09 09/11	<ul style="list-style-type: none"> <li>• Brand Positioning</li> <li>• Finalize group formation and Non-profit selection</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 2</li> <li>• Non-Profit Selection finalized by 09/11</li> </ul>
4	09/16 09/18	<ul style="list-style-type: none"> <li>• Perceptual Maps</li> <li>• Brand Resonance Model</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 3</li> <li>• Work on CEP assignment</li> <li>• CEP #1 Due 09/18</li> </ul>
5	09/23 <b>09/25</b>	<ul style="list-style-type: none"> <li>• Review for Quiz 1</li> <li>• <b>Quiz #1</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b><u>Quiz 1 Due 09/25</u></b></li> </ul>
6	09/30 10/02	<ul style="list-style-type: none"> <li>• Brand Audit Assignment</li> <li>• Building Brand Equity (I)</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 4</li> <li>• Brand selection for final project</li> <li>• CEP #2 Due 10/02</li> </ul>
7	10/07 10/09	<ul style="list-style-type: none"> <li>• Building Brand Equity (II)</li> <li>• Brand Architecture Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 8 &amp;12</li> </ul>
8	10/14 10/16	<ul style="list-style-type: none"> <li>• Brand Portfolio Management</li> <li>• Product Life Cycle and Brand Extensions Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 12 &amp;13</li> <li>• CEP #3 Due 10/16</li> </ul>
9	10/21 10/23	<ul style="list-style-type: none"> <li>• CEP Presentations by All Students</li> </ul>	
10	10/28 <b>10/30</b>	<ul style="list-style-type: none"> <li>• Review for Quiz 2</li> <li>• <b>Quiz #2</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b><u>Quiz 2 Due 10/30</u></b></li> <li>• Brand Audit Part I Due 10/31</li> </ul>
11	11/04 11/06	<ul style="list-style-type: none"> <li>• Social Listening</li> <li>• Brand Tracking Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 10</li> </ul>
12	11/11 11/13	<ul style="list-style-type: none"> <li>• Work on Brand Audit Report</li> </ul>	Brand Audit Part 2 Due 11/13
13	11/18 11/20	<ul style="list-style-type: none"> <li>• Work on Brand Audit Report and Presentation</li> </ul>	

Week	Date	Topic	Reading /Assignment
14	11/24-11/30	<ul style="list-style-type: none"> <li>• <i>Fall Break. No Class</i></li> <li>• <i>Happy Thanksgiving!</i></li> </ul>	
15	12/02-12/04	<ul style="list-style-type: none"> <li>• Final Brand Audit Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final Brand Audit Presentation due 12/02</b></li> </ul>
16	12/09	<ul style="list-style-type: none"> <li>• Submit Final Brand Audit Report and Peer Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final Brand Audit reports due 12/09</b></li> <li>• Peer evaluation due 12/09</li> </ul>

### **Comet Creed**

*This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:*

*“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

**Academic Integrity and Other Policies common across UT Dallas courses:**

Please see <https://go.utdallas.edu/syllabus-policies>.

*The descriptions and class schedule are subject to change at the discretion of the Professor.*