

Course Syllabus

MKT 6330.0W1 - Brand Management

Jindal School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section MKT 6330.0W1
Course Title Brand Management
Term and Dates Fall 2016 (Aug 22 – Dec 10)

Professor Contact Information

Professor Abhi Biswas
Office Phone 972-883-4734
Email Address abiswas@utdallas.edu
Office Location JSOM 13.314

Online Office Hours Wednesdays 2:00 pm – 3:00 pm
(For interaction with the instructor, please see below “communications” section.)

Instructor Information

Prof. Biswas has taught Marketing courses for the last 18 years at Purdue University, SMU and UTD. He has had 2 years of experience working with and for advertising agencies, has worked for 2 years in industry and has also been in marketing consulting for 9 years.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301

Course Description

To provide a thorough overview of the field of “Strategic Brand Management” from a business standpoint. The fundamental concepts will be systematically presented in class sessions and related to real-life business situations. Numerous examples and caselets will be used to highlight the most relevant topics and issues.

The primary mode of teaching will be lecture modules along with discussions and group case presentations. Many examples and cases will also be discussed in class. A significant component of the learning experience, in a course of this type, is constructive and reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.

Student Learning Objectives/Outcomes

- Be able to describe and identify all the components of Brand Management and how they affect and improve marketing decision-making.

- Be able to determine how new products should be introduced and how they should be named.
- Be able to design, implement and evaluate branding strategies.
- Be able to describe and identify all the components of “Brand equity” and how it can be built and developed.
- Be able to understand how “strong” brands are created and what should be done to maintain strong brands over time.
- Be able to measure “Brand equity” and evaluate the value of brands to both customers and firms.
- Be able to measure sources of “Brand equity” as well as outcomes of “Brand equity”.

Required Textbooks and Materials

Required Text

Keller, Strategic Brand Management, 3rd edition, Prentice Hall.

Textbooks and some other bookstore materials can be ordered online [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

Overview of How This Course is Structured

- ✓ There are a total of 11 Lecture Modules – each followed by a Self Test Module quiz.
- ✓ Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar on page 8).
- ✓ Access to each Lecture Module can be gained only on timely completion of the previous Module’s quiz.
- ✓ Each student will be provided 1 manual extension (for a missed module quiz) during the Course. In fairness to other students, any student needing additional manual extensions will be penalized 1 pt for each extension.
- ✓ On the other hand, a bonus 1 pt (consistency bonus) will be awarded to the course total for every student who completes all 11 modules and quizzes in a timely manner.
- ✓ There will be an online midterm test and a proctored final exam.
- ✓ Course requires a group online case presentation and a group brand audit report submission.
- ✓ Class discussion in all case presentations and a designated class discussion topic is required.

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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 <http://www.utdallas.edu/elearning/students/getting-started.html#techregs> on the Getting Started with eLearning webpage <http://www.utdallas.edu/elearning/students/getting-started.html>.

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Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation <http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav> section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

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Communications

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 eLearning Tutorials webpage <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html> for video demonstrations on eLearning tools.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

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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 page <http://www.utdallas.edu/elearning/students/cstudents.htm> for details.

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Student Assessments

Grading Information

Grading Policy

Group Case Presentation	15%	Approximately 20-30 slides online PowerPoint presentation, with a weeklong Q&A discussion via designated Discussion Board.
Group 'Brand Audit' Project	20%	30-40 slides PowerPoint report (due Sun, Nov 27)
Mid-term test	20%	Online test (Lectures 1 – 5) ~ 60 minutes
Peer Evaluation	10%	Evaluate yourself as well as other group members using a Peer Evaluation Form. <i>If Peer eval score is below 7/10, that student will only receive partial credit for group work.</i>
Final Exam	25%	The final exam will be partly cumulative (details announced later), closed book and proctored. (In case you cannot attend the on-campus exam read info on 'Proctored Final exam' on page 7-8)
Class Discussion	10%	Online discussion and comments pertaining to <u>ALL</u> group case presentations as well as one specifically announced class discussion topic.
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92 – 100	A
89 – 91	A-
86 – 88	B+
82 – 85	B
79 – 81	B-
75 – 78	C+
68 – 74	C
Less than 68	F

Accessing Grades

Students can check their grades by clicking "My Grades" on the course menu after the grade for each assessment task is released.

Course and Instructor Policies

Class Participation

Students are required to login regularly to the online class site- at least once every alternate day. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board activities and group projects.

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades.

Each group of students will be responsible for one Case Presentation on the discussion board as well as submit one Group 'Brand Audit' Project report.

Group Case Presentation will be made by posting a 20-30 slides PPT presentation on the class discussion board on the designated date and interacting with the rest of the class on that case analysis for the entire week.

Group 'Brand Audit' Project reports (30-40 slides PPT report) are due by the designated due date of submission as listed on the syllabus.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Please ensure all assignment submissions are made on time. In fairness to the other groups, late submissions will be penalized a minimum of 5%.

Abide strictly by the Academic Honor Code.

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.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course 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 UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Groups

Groups will be assigned at the beginning of the course and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area will be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system is available for use. Teams can schedule a live web conference for

team work. Please see the [Web Conferencing page](#) for instructions on making a reservation and other web conference information.

Group Case Presentation

A Brand Management case will be assigned to each group at the beginning of class. Each group will be randomly designated a date for its case presentation based on the course outline. Each group will present its case using approximately 20-30 PowerPoint slides. A group member will post the case presentation as a message attachment on the designated topic area on the discussion board. Other students will then ask questions, make observations and/or critique each case presentation (limit of 2 discussion entries per student). Group members will answer questions and interact with the class on the case. The discussion board will be active for the entire week following each case presentation for Q&A, comments, critiques, etc. Groups will also submit a copy of the presentation to the instructor using Assignment Dropbox tool for grading.

Group Case Presentation Grading Criteria

Situation analysis/case issues	15
Evaluation of alternatives where relevant	15
Use of financials/numericals where relevant	10
Recommendations/answers to case questions	30
Overall presentation structure, clarity, thoroughness	20
<u>Handling of weeklong Q&A</u>	<u>10</u>
	<hr/> 100

Group 'Brand Audit' Project

A group 'Brand Audit' Project Report will be due from each group. Each group will submit a 30-40 slides PowerPoint report on a selected brand. More information about the Brand Audit project will be posted to the class on the discussion board.

Brand Audit Grading breakdown and rubric:

Brand Inventory	25
Brand Exploratory	30
Conclusions/recommendations/insights	25
Overall report structure, readability, clarity, thoroughness, references, slide limits, etc.	10
<u>Use of graphs, charts, data visualization, research, application of relevant course concepts, etc.</u>	<u>10</u>
	<hr/> 100

Group assignment **submission instructions:** Groups will submit their group presentations and reports (in the required file format with a simple file name and a file extension) by using

the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each 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.

Peer Evaluation

Each student will evaluate him/herself as well as other group members using a Peer Evaluation Form. Peer evaluation form will be submitted using the [Assignment Dropbox tool by the due date](#).

Class Discussions

Students are required to make comments or observations, ask questions and/or critique ALL group case presentations. Each student is requested to limit themselves to 2 discussion entries per presentation topic.

Additionally 1 designated class discussion topic will be presented to the class during the course of the semester. Students can enter up to 4 discussion entries (comments/observations, etc) on the designated discussion topic. Please keep in mind that quality but not quantity is the important grading criteria for the discussion participation.

Discussion Guidelines:

- Make timely posts in the assigned discussion topics and group presentation topics and follow the guidelines of the posting numbers
- Post messages with clear subject line and of appropriate length
- Respond to instructor questions and other students' postings. Engage in polite and constructive dialogue
- Post original messages for further discussions
- Contributions should be well considered, insightful and relevant to the discussion topic
- Demonstrate understanding of the concepts and ability to appropriately apply concepts and ideas from course content to online discussions

Tests and Exams

Online Self-Tests

Each lecture module will be immediately followed by a self-test quiz. Each quiz consists of 10 multiple choice questions. **9 out of 10** questions must be correctly answered before the next lecture module can be released the following Monday. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module.

Online Midterm

The online Midterm test will be timed and will be 60 minutes long. The online test will consist of approximately 50 multiple-choice questions

The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement!

You can access Online Tests and Exams by clicking the *Quizzes and Exams* link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and the number of attempts allowed within a scheduled time window will be specified. Please read the on-screen instructions carefully before you click “Begin”. After each quiz is graded and released, you may go to My Grades page and click the score link of the quiz to view your graded submission.

Proctored Online Final Exam

This course requires a proctored closed book final examination which will be taken online at a Testing Center. It will consist of approximately 60-70 objective type questions including multiple-choice, true/false, fill in the blanks, etc.

Local students will take their exams on-campus at the **UTD Student Success Center - Testing Center** (no fee charge) on **Fri, Dec 9, 4:00 pm – 6:30 pm**. Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the Test Center Student Guidelines found on the Testing Center main page. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam at the above required exam time of this course. The UTD Testing Center is located at the McDermott Library basement (**Room MC 1.304**). When you arrive to take your exam, you will sign in with your **Comet Card** (or a **photo ID & UTD ID number** if you do not have a Comet Card).

Students who are not able to attend this exam session at UTD Testing Center can arrange an individually proctored exam with an approved testing service (**ProctorU may not be used**) of their choice at a date within this required exam time window: **Fri, Dec 9 – Sat, Dec 10**.

If you need to arrange an individual exam at UTD Testing Center, you must get the instructor's permission to set a date and time to take the exam.

Students who find UTD geographically inconvenient may use a pre-approved testing service at a convenient location. All individually arranged proctored exams must be completed within the stated exam time window. Students must inform the instructor of their outside testing location. A proctored exam application **must** be completed before **Fri, Oct. 21**. Please go to the [Proctored Exam Information](#) page to check out **Procedures for Arranging an Individual Proctored Exam** and to access and complete the **Online Proctored Exam application**. Please note students are responsible for any fee charge of their testing services.

The UTD Testing Center requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

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Course Calendar

WEEK OF	LECTURE	TOPIC	CHAP	ASSESSMENT / ACTIVITY
Aug 22		Course access, self-orientation and self-introduction		Syllabus Self Quiz to be completed by <i>Aug 28</i> . Sign up into Groups by <i>Aug 28</i> .
Aug 29	1	Brands and Brand Management What is a Brand? Can Everything Be Branded? Branding Challenges & Opportunities The Brand Equity Concept Strategic Brand Management Process	1	Self-Test to be completed by <i>Sept 4</i> . Groups will be finalized and cases will be assigned by <i>Sept 4</i> .
Sept 5	2	Customer-Based Brand Equity Making a Brand Strong Sources of Brand Equity The 4 Steps of Strong Brand Building Creating Customer Value	2	Self-Test to be completed by <i>Sept 11</i> .
Sept 12	3	Brand Positioning Establishing Brand Positioning Positioning Guidelines Internal Branding Brand Audits	3	Self-Test to be completed by <i>Sept 18</i> .
Sept 19	4	Choosing Brand Elements to Build Brand Equity Criteria for Choosing Brand Elements Options & Tactics for Brand Elements Case 1: Red Bull: Building Brand Equity in New Ways	4	Self-Test to be completed by <i>Sept 25</i> . <i>PowerPoint Presentation of Case 1 by Gp 1 - post by Sept 19.</i>
Sept 26	5	Integrating Marketing Communications to Build Brand Equity The New Media Environment Marketing Communication Options Developing IMC Programs Case 2: MTV: Building Brand Resonance	6	Self-Test to be completed by <i>Oct 2</i> . <i>PowerPoint Presentation of Case 2 by Gp 2 - post by Sept 26.</i>
Oct 3	6	Leveraging Secondary Brand Associations to Build Brand Equity Country of Origin Effects Channels of Distribution Co-Branding Licensing Celebrity Endorsement Case 3: iPod: Creating an Iconic Brand	7	Self-Test to be completed by <i>Oct 9</i> . <u><i>Class Discussion Topic announced</i></u> <i>PowerPoint Presentation of Case 3 by Gp 3 - post by Oct 3.</i>

Oct 10		MID-TERM EXAM <i>Tues, Oct 11</i> (Modules 1 - 5)		1 hr multiple choice ONLINE test Complete mid-term exam by midnight Tues, Oct 11.
Oct 17	7	Developing a Brand Equity Measurement & Management System The Brand Value Chain Designing Brand Tracking Studies Brand Equity Management System Case 4: Levis Dockers: Building a Sub-Brand	9	Self-Test to be completed by Oct 23. <i>PowerPoint Presentation of Case 4 by Gp 4 - post by Oct 17.</i>
Oct 24	8	Measuring Sources of Brand Equity Qualitative Research Techniques Quantitative Research Techniques Models of Consumer-Based Brand Equity Case 5: Yahoo: Managing an Internet Brand	10	Self-Test to be completed by Oct 30. <i>PowerPoint Presentation of Case 5 by Gp 5 - post by Oct 24.</i>
Oct 31	9	Measuring Outcomes of Brand Equity Comparative Methods Holistic Methods Case 6: Starbucks: Managing a High Growth Brand	11	Self-Test to be completed by Nov 6. <i>PowerPoint Presentation of Case 6 by Gp 6 - post by Oct 31.</i>
Nov 7	10	Designing and Implementing Branding Strategies Brand Architecture Brand Hierarchy Designing a Branding Strategy	12	Self-Test to be completed by Nov 13. <i>PowerPoint Presentation of Case 7 by Gp 6 - post by Nov 7.</i>
Nov 14	11	Introducing and Naming New Products and Brand Extensions Advantages of Brand Extensions Disadvantages of Brand Extensions Consumer Evaluation of Brand Extensions		Self-Test to be completed by Nov 20.
Nov 21		Free Week - continue to work on Group Brand Audit Project and submit it.		<i>Group 'Brand Audit' reports to be submitted in PPT form (on Assignments link) by 11 pm CT, Sun, Nov 27.</i>
Nov 28		Free Week – self-review course content Prepare for Final Exam		Peer Evaluations to be submitted (on

				Assignments link) by 11 pm CT. <i>Tues, Nov 29.</i>
Dec 9		FINAL EXAM <u>On campus proctored exam:</u> Fri, Dec 9, 4:00 pm – 6:30 pm at UTD Testing Center If cannot attend on-campus exam, then arrange individual exam using testing service: Fri, Dec 9 – Sat, Dec 10		All exams must be completed latest by Sat, Dec 10, 11.00 pm CT.

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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.”

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UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

These descriptions and timelines are subject to change at the discretion of the Professor.

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