MKT 3320-501 "Product and Brand Management" Course Syllabus Fall 2016

Course Information

MKT 3320-501, Product and Brand Management, Fall 2016, T 5:30-6:45, JSOM 11.202

Professor Contact Information

Dr. Julie Bingham Haworth, 972-883-5940 or Email: Haworth@utdallas.edu
Office Hours are held on M/W/F 1:00– 5 p.m. in JSOM 13.328 or upon request.

Course Description

This C3-certified course is designed to give the student insight into developing a strong brand and product management system by building, measuring and managing brand equity over time.

Communication-Enhanced Courses (CECs) are courses in which you will strengthen your writing and speaking skills while you deepen your understanding of key material in your major. Both studies and employers tell us that your ability to write clearly and speak well about topics in your field will strongly increase your chances of professional success. CECs will help you to develop as a professional communicator and demonstrate your abilities both to your instructor and to potential employees.

Student Learning Objectives/Outcomes

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 the brand and brand equity.
3.   Students will develop the ability to think critically about adjusting brand and product strategies over time to maximize long-term brand profitability.

Required Textbooks and Materials

Textbook: Course Pack with materials from "Strategic Brand Management" by K. Keller; a complimentary social media management tool will be used as well.

Suggested Course Material

Fast Company, Business Week, Fortune, Forbes and the Wall Street Journal, online sources like www.interbrand.com and www.hootsuite.com can provide useful information on product management, branding and online branding.

Course Format

Students will be expected to complete the assigned textbook and online readings associated with the topic of the week prior to class. A typical class format includes a(n) class update, in-class exercise, discussion of the assigned text and team presentation.

Assignments & Academic Calendar
Tentative Course Schedule

Date	Chapter	Topic
T 8/23`		Course Introduction
Th 8/25		Introduction of North Texas Giving Day Project Speaker
T 8/30	1	Why Do Brands Matter? The Use of Brand Elements
Th 9/1	1	Why Do Brand Matter? Strategic Brand Management Process Team #1
T 9/6	2	Customer-Based Brand Equity
Th 9/8	2	Customer-Based Brand Equity Team #2
T 9/13	3	Brand Positioning Homework #1
Th 9/15	3	Brand Positioning; Brand Resonance Model Team #3
T 9/20	4	Brand Resonance Model Team #4
Th 9/22	4	Speaker North Texas Giving Day Celebration

T 9/27	5	Leveraging Secondary Brand Association to Build Brand Equity; Brand Audit Introduced
Th 9/29	5	Leveraging Secondary Brand Associations to Build Brand Equity Team #5 Homework #2
T 10/4		Researching Brand Message Team #6
Th 10/6		Researching Brand Message; Exam Review
T 10/11		Exam 1: Chapters 1-5 plus Researching Brand Message
Th 10/13		Product Marketing Strategy and Marketing Plans Homework #2 Team #7
T 10/18		Product Marketing Strategy and Marketing Plans (See online video class rather than in class discussion) Participation Points Assignment Submitted on ELearning
Th 10/20		New Product Strategy (See online video class rather than in class discussion) Participation Points Assignment Submitted on ELearning Brand Audit Part 1 Due
T 10/25		New Product Strategy; Developing Your Own Product or Service and Brand; Business Model Canvas Team #8
Th 10/27		Creating an Online Branding Strategy - Introduction to Hootsuite and Scheduled Messages Team #9 Homework #3
T 11/1		Hootsuite Dashboard and Marketing Dashboards and Data Visualization

Team #10

Th 11/3   Social Listening for your Brand
Homework #2
Team #11

T 11/8   Encouraging Engagement on Established and
Emerging Social Networks
Team #13
Brand Audit Part 2

Th 11/10   Encouraging Engagement on Established and
Emerging Social Networks
Team #13

T 11/15   Integrated Marketing Communications; The use of
Editorial Calendars and Review
Team #14

Th 11/17   Exam #2 All topics since Exam #1

T 11/22   Fall Break

Th 11/24   Happy Thanksgiving

T 11/29   Providing Branding Recommendations
Homework #3

Th 12/1   Brand Audit Work Session

T 12/6   Brand Audit Due

The instructor reserves the right to make changes to the schedule as necessary. It is the student's responsibility to be aware of these changes.

Grading Policy

Grades will be determined using the following point system:

Assignment   Maximum Points Available

Exam #1	100
Exam #2	100
Final Exam (Student Brand Audit)	100
Team Presentation	100
Homework Assignments	100
Participation Points	20
Total points	520

The grading scale based on total points of 520 is as follows:

510-520 (98-100%)	= A+
489-509 (94-97%)	= A
468-488 (90-93%)	= A-
452-467 (87-89%)	= B+
437-451 (84-86%)	= B
416-436 (80-83)	= B-
400-415 (77-79%)	= C+
385-399 (74-76%)	= C
364-384 (70-73)	= C-
348-363 (67-69)	= D+
333-347 (64-66)	= D
312-332 (60-63)	= D-

and below 312 is failing

Course & Instructor Policies

Make-Up Exams
Make-up exams may be taken under certain circumstances of illness/family death or emergency if students contact me (if possible before the scheduled exam) and provide written proof of why they could not take the exam (ie., doctor's note).

Class Participation and Attendance
Class participation is expected. Participation points will be awarded. The only way to earn participation points is to offer insightful comments during in-class discussions and exercises or online. It is expected that students attend at least 90% of classes. Class sign-in sheets will be distributed periodically to assess attendance.

<u>Assignment</u>
There will be three application homework assignments worth a total of 100 points. Homework instruction will be provided several weeks in advance. It is the student's responsibility to ask the instructor for assignment information if the student has been absent.

<u>Team Presentation and Report</u>
There will also be a team presentation **and written report** project worth 100 points. The presentation and report must provide a case study which supports the chapter that is being discussed on the date of the assignment. The report format should include the following sections: Executive Summary, Background, Analysis, Team Recommendation, Sources Page. Please use proper MLA citation for footnoting and source page. Each student must prepare and present a section of the class presentation. The student's grade will be based on the average of three evaluations. The first evaluation, given to each team member is a score for the written report of the case analysis. The second evaluation is a team presentation score evaluated by the class. The third evaluation is a peer evaluation grade which is scored by your teammates.

Peer evaluations FOR each team member FROM each team member must be provided on the day of the presentation. Each student must put the peer evaluations that they have filled out in a sealed envelope.

All team members are <u>required</u> to participate in the presentation. Presentations should be no longer than 20 minutes.   The presentation format and content is determined by the team but a recommended format is suggested below.

The team written report, presented in a labeled folder or binder, could include the following topics:

Executive Summary
Background Section
Analysis of the Situation
Team's Recommendation or Opinion regarding the situation
Sources Cited. Please use the MLA bibliography form and proper footnoting procedures throughout.

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."

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.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.