

MKT 3320-001 Product and Brand Management” Course Syllabus Spring 2019

Course Information

MKT 3320-001, Product and Brand Management, Spring 2019, 4 – 6:45 p.m., JSOM 2,801

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 course discusses concepts and cases of planning, building, measuring and management of brands and products. It covers topics such as product management, branding, brand equity, product and service quality, brand positioning, perceptual mapping and long-term brand management as well as the product life cycle. Prerequisites: MKT 3300

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

Business publications, Marketing academic articles, brand evaluation sources like www.interbrand.com and marketing management programs like 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 readings prior to class. A typical class format includes a class update, in-class exercise demonstrating the concept to be discussed, discussion of the assigned topic and time for project management.

Assignments & Academic Calendar Tentative Course Schedule

<u>Date</u>	<u>Chapter</u>	<u>Topic</u>
M 1/14		Course Introduction
M 1/21		Happy MLK Day!
M 1/28	1	Why Brands Matter?
M 2/4	2	Customer-Based Brand Equity; Establishing Team Clusters
M 2/11	3	Brand Positioning; Homework #1
M 2/18	4	Brand Resonance Model; Guest Speaker
M 2/25	5	Leveraging Secondary Brand Associations to Build Brand Equity; Exam Review; Homework #2
M 3/4		Exam #1 (Chapters 1 – 5)
M 3/11		Product Management – Introducing and Naming New Products and Brand Extensions; The Concept of Cannibalization; Homework #3
M 3/18		Happy Spring Break!
M 3/25		Product Management – Product Life Cycle, House of Brands or Branded House; Homework #4
M 4/1		Brand Storytelling; The importance of consistency; <i>Brand Audit Part 1 Due</i>
M 4/8		Digital Brand Management– Scheduling Messages and Social Listening; Hootsuite; Mailchimp
M 4/15		Customer Journey; Guest Speaker

Brand Audit Part 2 Due

M 4 / 22	Brand Tracking, Analytics and Data Visualization (Pik2chart) Homework #5
M 4 / 29	Exam #2 (Product Management and Digital Branding)
M 5 / 6	<i>Entire Brand Audit Due</i>

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
Brand Audit	150
Homework Assignments	150
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. Class sign-in sheets (usually executed through group) will be distributed periodically to assess attendance.

Homework Assignment

There will be application homework assignments worth a total of 150 points. It is the student's responsibility to ask the instructor for assignment information if the student has been absent.

Brand Audit

There will be a major brand audit assignment worth a total of 150 points. Although parts of the brand audit are due throughout the semester, only the final brand audit will be graded.

Field Trip Policies

Off-campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean. Below is a description of any travel and/or risk-related activity associated with this course.

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and

regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and /or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and /or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty /staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

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