

MKT 3320-001 Product and Brand Management” Course Syllabus Spring 2020 – Revised 3/17/2020

Course Information

MKT 3320-001, Product and Brand Management, Spring 2020, 4:00-6:45 p.m., JSOM 11.202

Professor Contact Information

Dr. Julie Bingham Haworth, 972-883-5940 or Email: Haworth@utdallas.edu
Office Hours are held upon request and possibly in person depending on the university's recommendations. I am happy to conduct a Facetime session, phone or email session with you. Please call my office number and/or contact me though email to arrange. Thank you for your flexibility.

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. An estimate of 20 hours of community engagement experience can be earned in this class. 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 1/13		Course Introduction
M 1/20		MLK Day
M 1/27	1,2	Why Brands Matter Customer-Based Brand Equity
M 2/3	3	Brand Positioning
M 2/10	4	Quiz #1 (Chapters 1 – 3); Brand Resonance Model
M 2/17	5	Leveraging Secondary Brand Associations to Build Brand Equity; Homework #1 Serflection Work;
M 2/24		Introduction of Brand Audit; Product Management Introduction
M 3/2		Product Management – Introducing and Naming New Products and Brand Extensions; The Concept of Cannibalization; Homework #2
M 3/9		Product Management – House of Brands or Branded House Quiz #2
M 3/16		Spring Break
M 3/23		Spring Break
M 3/30		Digital Brand Management – Setting Up Your

	Hootsuite Dashboard; Scheduling Messages and Social Listening; <u>Introduce</u> Mailchimp; Marketing Automation; Homework #3 Discussed
M 4/6	Brand Tracking and Analytics Brand Audit Part 1 Check Due (not for a grade, just for a check); Brand Audit Part 2 and 3 Discussed
M 4/13	Data Visualization of Results; Canva; Pik2Chart Infographic; Lumen 5; <i>Homework #3 Due</i> ; Skills Work Assignment Discussed; Brand Audit Part 2 Check Due
M 4/20	<i>Skills Work Assignment Due</i> Homework #4 (Serflection) Discussed
M 4/27	Brand Audit work Session – Will use Blackboard Connect, Facetime, Email or Phone to assist you with any questions: <i>Homework #4 (Serflection) Due</i>
M 5/4	<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
Quiz Average	100
Brand Audit	150
Homework Assignments	100
Skills Work	100
Participation Points	20

Total points

470

The grading scale based on total points of 470 is as follows:

461-470 (98-100%)	= A+
442-460 (94-97%)	= A
423-459 (90-93%)	= A-
409-422 (87-89%)	= B+
395-408 (84-86%)	= B
376-394 (80-83)	= B-
362-375 (77-79%)	= C+
348-361 (74-76%)	= C
329-347 (70-73)	= C-
315-328 (67-69)	= D+
300-314 (64-66)	= D
282-299 (60-63)	= D-

and below 282 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.

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.