

Brand & Product Management

Contact Information:

Dr. Suzanne M. Collins, Adjunct Professor
Campus Email: scollin1@uncc.edu
Mobile: 704.302.3880
Office hours: ***Immediately after class or by appointment***
Class Sessions: Mon 6:30-9:15PM

Course Description:

More than ever, organizations are recognizing that the creation of differentiated and enduring brands is a fundamental strategic imperative. Strong brands can help simplify consumers' decision-making processes, drive loyalty, and build advocacy. Thus, branding is one of the most important investments that organizations can make in their businesses. In this course we explore the theories, frameworks, and concepts that organizations use to create, manage, and grow successful brands. These tools have been used across industries and around the world to help organizations (as well as individuals!) build enduring and profitable brand franchises.

The scope of branding is vast. To facilitate a broad discussion of the topic, the course will consist of three modules. 1) Designing Brand Strategy, 2) Implementing Brand Strategy and 3) Extending Brand Strategy

- 1. Designing Brand Strategy**– will focus on the concepts and tools used in developing a brand positioning strategy. This starts with a landscape analysis, segmentation, and target selection to help guide the identification and articulation of a differentiated brand positioning.
- 2. Implementing Brand Strategy** –will examine the means by which marketers design and implement integrated marketing communications to build brand equity.
- 3. Extending Brand Strategy** – will consider the concept of brand architecture and techniques for growing brand equity through innovation and brand extensions. In this module, students will learn and apply a specific methodology – Systematic Inventive Thinking – to identify new brand extensions.

Course Objectives – by the end of this course you will be able to

- Explain the role of brands, the concept of brand equity, and the advantages of creating and investing in brands
- Understand how companies use brand positioning to build competitive advantage in the marketplace
- Demonstrate the importance of segmentation and targeting for a marketing strategy
- Create a differentiated brand positioning using a strategic brand management Framework
- Formulate the intent of marketing communications: setting objectives and defining Audiences
- Understand how to carry out the execution of marketing communications: crafting the

- message and determining where, when, and how the message is delivered
- Develop a brand architecture as a framework to guide the process of change and
- Growth
- Apply the principles of systematic innovation to identify future growth opportunities
- and build brand equity

Instructional Method:

Lectures, videos, seminar style case discussions, and guided computer software instruction. Students are required to bring laptops with them to class for hands-on exercises.

Credit Hours: This is a 3-credit hour course.

Prerequisites: MKTG 3110 with grade of C or above.

Readings & Required Textbooks:

Required Course Text: Strategic Brand Management, Building, Measuring and Managing Brand Equity. 5th Edition. Author: Kevin Lane Keller.

Published by Pearson, 2019

ISBN 10: 0134892496 or ISBN 13: 9780134892498

Supplemental recommended optional reference books and articles will also be posted online.

Grading: The final grade will be determined as follows:

Assignments/Discussions	300 points
Exams	300 points
2 Exams	175 points
Individual Project	155 points
Term Group Case Study	200 points
Total	1,000 points

Final letter grades will be based on the following totals:

90% and above A (Superior Performance)

80%-89% B (Good Performance)

70%-79% C (Average Performance)

60%-69% D (Below Average Performance)

Less than 60% F (Failing)

Portions of the following paragraph are from the University's Policies and Procedures for Appeals of Final Course Grades; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal.

It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

Exams:

Exam dates are listed on the tentative course calendar at the end of the syllabus. There are **Two exams** during the semester. ***Exams must be taken at the time of the exam, no exceptions***

Late Policy: Assignments are due as assigned. This class has a very straightforward late policy: I realize life happens, and things will be late from time to time. To that extent, assignments can be turned in up to a week late, past their original due dates. "Late" is defined as after the assignment is due

Any work submitted late will be eligible to earn **no higher than a B grade**

(80%). So, you can still earn the bulk of the credit, as long as you're submitting work that meets the assignment goals. This is an across-the-board policy--no need for excuses or explanations.

Anything not submitted within a week of the due date will get a permanent zero.

Discussion/Assignments:

Note This course will make use of all concepts discussed to build the class Marketing Analytics acumen. Marketing Analytics is not just calculating number – but what do the numbers; this means that you will be required to interpret meaning **from any** calculation provided as a submission. Interpreting meaning is not recapping the steps taken to calculate

Attendance and Participation:

Regular, on-time class attendance is required; you must be signed into Zoom with the ability to access google documents. The concepts described in class may not appear in textbooks. If a student misses a class, the student must work with other students to learn what material was covered—the instructor will not meet with students to cover missed material. There are no excused absences in the course regardless of reason--any requests will be ignored/denied.

Evaluation attendance and participation will either be through participation in a group exercise It also includes paying attention to the class discussion. Failing to complete assigned exercises or spending time drifting off to other sites while class is ongoing will result in reductions. Related work required to be completed in class will result in a grade reduction.

Civility: Students are encouraged to actively and appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real-world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

Academic Integrity/Honesty: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

Communication with the professor: Communication will be through **Canvas email**. Responses to inquiries will typically be within 24-48 hours. If you will be unable to attend class notify both the professor and your group if applicable.

Emergency Communication: In the case of an emergency, you may contact me via text; emergency communication will be responded to as soon as is possible.

Other Information

Students are responsible for all announcements made in class and on the class online resources. Students should check the online Canvas class resources throughout the semester.

It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only with the student; by scheduling appointments only. Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes to permit class discussion. If time doesn't permit it, then those questions should be asked **via canvas email notification only**. If further clarification is needed, please request time with during office hours with notice or by other scheduled appointments.

Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

#	Session Date	Module	Learning Objectives	Ch
1	Mon, 8/22	Brands and Brand Management	<ol style="list-style-type: none"> 1. Define “brand,” state how brand differs from a product, and explain what brand equity is. 2. Summarize why brands are important. 3. Explain how branding applies to virtually everything. 4. Describe the main branding challenges and opportunities. 5. Identify the steps in the strategic brand management process. 	1
2	Mon, 8/29	Customer Based Brand Equity and Brand Positioning	<ol style="list-style-type: none"> 6. Define customer-based brand equity. 7. Outline the sources and outcomes of customer-based brand equity. 8. Identify the four components of brand positioning. 9. Describe the guidelines in developing a good brand positioning. 10. Explain brand mantras and how they should be developed. 	2
NO CLASS Labor Day				
3	Mon, 9/12	Brand Resonance and the Brand Value Chain	<ol style="list-style-type: none"> 1. Define brand resonance. 2. Describe the steps in building brand resonance. 3. Define the brand value chain. 4. Identify the stages in the brand value chain. 5. Contrast brand equity and customer equity. 	3
4	Mon, 9/19	Choosing Brand Elements to Build Brand Equity	<ol style="list-style-type: none"> 1. Identify the different types of brand elements. 2. List the general criteria for choosing brand elements. 3. Describe key tactics in choosing different brand elements. 4. Explain the rationale for “mixing and matching” brand elements. 5. Highlight some of the legal issues surrounding brand elements. 	4
5	Mon, 9/26	Designing Marketing Programs to Build Brand Equity	<ol style="list-style-type: none"> 1. Identify some of the new Outline the eight main ways to leverage secondary associations. 2. Explain the process by which a brand can leverage secondary associations. 3. Describe some of the key tactical issues in leveraging secondary associations from different entities. 	5

#	Session Date	Module	Learning Objectives	Ch
6	Mon, 10/03	Integrating Marketing Programs to Build Brand Equity	<ol style="list-style-type: none"> 4. Describe some of the changes in the new media environment. 5. Outline the major marketing communication options. 6. Describe some of the key tactical issues in evaluating different communication options. 7. Identify the choice criteria in developing an integrated marketing communication program. 8. Explain the rationale for mixing and matching communication options. 	6
7	Mon, 10/10	Branding in the Digital Era	<ol style="list-style-type: none"> 1. Describe changes in marketing and consumer behavior in a digital era. 2. Define brand engagement and understand the brand engagement pyramid and key drivers of brand engagement. 3. Understand digital communications and the various options available. 4. Define the role of e-mail marketing and Web site optimization as important components of digital marketing strategy. 5. Appreciate the pros and cons of various social media channels (e.g., Facebook and Twitter) as digital marketing tools. 6. Understand the developments within mobile marketing. 7. Develop a broad understanding of influencer marketing approaches and how word-of-mouth and social influence occurs and can be managed. 8. Describe content marketing and its role in creating brand awareness and engagement. 9. Describe changes in brand management organizational structure. 	7
8	Mon, 10/17	Leveraging Secondary Brand Associations to Build Brand Equity	<ol style="list-style-type: none"> 1. Outline the eight main ways to leverage secondary associations. 2. Explain the process by which a brand can leverage secondary associations. 3. Describe some of the key tactical issues in leveraging secondary associations from different entities. 	8
9	Mon, 10/24	Developing a Brand Equity Measurement and Management System	<ol style="list-style-type: none"> 1. Describe the new accountability in terms of ROMI (Return on Marketing Investment). 2. Create an understanding of analytics dashboards as a tool for monitoring performance and the implications of brand investments. 3. Outline the two main steps in conducting a brand audit and how to execute a digital marketing review. 4. Describe how to design, conduct, and interpret a tracking study. 5. Identify the steps in implementing a brand equity management system. 	9

#	Date	Topic	Objectives	CH
10	Mon, 10/31	Measuring Sources of Brand Equity: Capturing Customer Mind-Set	<ol style="list-style-type: none"> 1. Describe effective qualitative research techniques for tapping into consumer brand knowledge. 2. Identify effective quantitative research techniques for measuring brand awareness, image, responses, and relationships. 3. Outline how big data can help with understanding brand perceptions and brand positioning. 4. Explain the role of social media monitoring “control rooms” as a marketing research tool. 5. Profile and contrast some popular brand equity models. 	10
11	Mon, 11/07	Measuring Outcomes of Brand Equity: Capturing Marketing Performance	<ol style="list-style-type: none"> 1. Recognize the multidimensionality of brand equity and the importance of multiple methods to measure it. 2. Contrast different comparative methods to assess brand equity. 3. Explain the basic logic of how conjoint analysis works. 4. Review different holistic methods for valuing brand equity. 5. Describe the relationship between branding and finance. 	11
12	Mon, 11/14	Designing and Implementing Brand Architecture Strategies	<ol style="list-style-type: none"> 1. Define the key components of brand architecture. 2. Define a brand-product matrix. 3. Outline the principles of a good brand portfolio. 4. Assemble a basic brand hierarchy for a brand. 5. Describe how a corporate brand is different from a product brand. 6. Explain the role of brand architecture in strengthening a brand’s value and a firm’s performance. 7. Understand how sustainability initiatives, corporate social responsibility, and green marketing can enhance a brand. 	12
13	Mon, 11/21	Introducing and Naming New Products and Brand Extensions	<ol style="list-style-type: none"> 1. Define the different types of brand extensions. 2. List the main advantages and disadvantages of brand extensions. 3. Summarize how consumers evaluate extensions and how extensions contribute to parent brand equity. 4. Outline the key assumptions and success criteria for brand extensions. 	13
14	Mon, 11/28	Managing Brands over Time / Geographic Boundaries	<ol style="list-style-type: none"> 1. Understand the important considerations in brand reinforcement. 2. Understand the six future brand imperatives. 3. Identify the ten criteria for the brand report card. 4. Outline the seven deadly sins of brand management 	14 - 16
15	Mon, 12/05	Final Term Project Presentations		
Final	Mon, 12/12	Final		