



## **BRAND & PRODUCT STRATEGY**

**MKTG 3224-001 & 002** | Spring 2021 | Online Asynchronous |

**Prerequisite(s):** MKTG 3110 with grade of C or above

**Instructor: Brian Whelan, ABD**

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Office Hours: Zoom by appointment

### **Course Description:**

*“Mass advertising can help build brands, but authenticity is what makes them last. If people believe they share values with a company, they will be loyal to the brand”* – Howard Schultz, Retired CEO and Executive Chairman of Starbucks

*“Your brand is what other people say about you when you’re not in the room”* – Jeff Bezos, Founder of Amazon.com

*“Your brand is the single most important investment you can make in your business”* – Steve Forbes, Editor in Chief of Forbes Magazine

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. Accordingly, by the end of the course, successful students 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

Recommended Course Text: *Strategic Brand Management, Building, Measuring and Managing Brand Equity*. 5<sup>th</sup> Edition. ISBN-13: 978-0-13-266425-7. Author: Kevin Lane Keller & Vanitha Swaminathan

### **Course Assignments**

Brand Audit Project	375 Points
Online Assignments (10):	250 Points
Case Studies (5):	375 Points
TOTAL POINTS	1000 points

### **Course Grading Policy:**

A = 900 – 1000 pts.  
B = 800 – 899 pts.  
C = 700 – 799 pts.  
D = 600 – 699 pts.  
F = 1 – 599 pts.

Your final grade for the course will be tabulated out of 1,000 points as indicated above. **Grades will not be rounded.** For example, 899 points is a B, and will not be rounded to an A. It is imperative that students put forth their best effort on each assignment to ensure the maximum number of points are secured throughout the term. Individual grading rubrics will be provided for the brand audit project and case studies during the term

**Case Studies / Discussions (37.5% of your final grade):** To bring the course concepts and frameworks to life, we will make significant use of actual case studies. Specifically, five cases will be assigned over the course of the semester, with specific questions for you to consider as you read through the case. Each case is worth 75 points. Case studies will be provided by the professor. Assignment questions will be posted in Canvas. **Late assignments will not be accepted, for any reason.**

**Brand Audit Project (37.5% of your final grade):** Students will immerse themselves in an extensive analysis of the consumers, competitors, and strategies of a specific brand. They will develop a comprehensive assessment of the current brand strategy and executional elements used to support that strategy. The final report will integrate research findings to generate marketing recommendations that address specific branding issues. An example of a completed brand audit will be provided in class.

**Online Assignments (25% of your final grade):**

There will be a series of online assignments which reflect the lecture material given throughout the term that you will turn in online by the due date. No makeups will be allowed. Late submissions are not accepted.

**Use of Electronics Policy:**

The use of cell phones is not permitted in class. Laptop computers may be used solely for the purposes of taking notes in class. Failure to observe this policy will result in a reduction of your final grade by one full letter grade.

It is important that you read and adhere to the following additional guidelines, as failure to do so will impact your grade:

All relevant course communications will be posted on Canvas. If you are missing a grade for a particular assignment that you believe you have handed in, please contact me immediately.

**Classroom Conduct Policy:**

You are expected to be on time to class, as you would be for an actual business meeting in private industry. You are also expected to treat your fellow students and your professor, with courtesy, politeness and respect. Disruptive behavior, including loud arguing, disrespectful or offensive language, harassment and other behaviors deemed disruptive or offensive will not be tolerated. Failure to observe this policy will result in your permanent removal from the class.

**Use of Electronic Video:**

Electronic video, image capture, and/or audio recording is not permitted during class, whether conducted in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodation prior to recording. Any distribution of such recordings is prohibited.

**Academic Integrity:** All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. 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 F. Copies of the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps-105.html>. Standards

of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business Statement on Diversity:** The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Disability Accommodations:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

**Attendance:** Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a negative impact to your final grade, including a failure for the course.

For absences related to COVID-19, please adhere to the following:

- **Do not come to class if you are sick.** Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- **If you are sick:** If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, you must alert the University by contacting the Student Health Center. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, you must alert the University by contacting the Student Health Center. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

To return to class after being absent due to a COVID-19 diagnosis or due to a period of self-quarantine, students should submit an online request form to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or the Student Health Center, clearly indicating

the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will help you continue to make progress in the course by providing you the availability to complete assignments remotely until you are able to return to class. The final decision for approval of all absences and missed work is determined by the instructor.