MKTG3224: Brand Building and New Product Strategy

Fall 2013, M/W 12:30pm to 1:45 pm, Room 112 Friday Building

Taught by Dr. Jared Hansen, jared.hansen@uncc.edu

Fall 2013 Office Hours: W 10:00 am to 11:00 am @ Room 250B Friday Building, T 5:00 pm to 5:30 pm @ Room 801 Center City Building, or by appointment.

Course Description and Objectives: Launching a new market offering, extending an existing market offering, or just maintaining an existing market offering are all challenging in today’s marketplace of changing consumer demand and competition. Organizations recognize a need to focus on building better brands and on developing new product strategies that create long-term branding relationships with their customers. Advances in technology have resulted in consumers influencing the meaning of brands. Gone are the days when the company completely controlled the brand positioning. Now, the brand meaning is co-created by the manager and the customer. Thus, managers need to be able to constantly build the brand, lest it be completely hijacked by customers or others.

The objectives of this course are to help students know how to (1) understand brands, (2) build/craft new brands, (3) measure brands, (4) manage the continued building of existing brands and brand extensions, and (5) design, price, and launch new products. Students will learn what a brand is, how it functions, and when extensions, repositioning, or new product creation is most appropriate. Students will also learn how to measure and leverage brand strength and equity. The course will teach students how to specify the unique and relevant meaning that the brand strategy is meant to capture, how to convey it to management through the most recent/advanced visualization techniques and tools, and how to build it into the market offering and market communications. The course will also help students understand the marketing components of the new product development and launch process, along with the associated risks and pitfalls. Students will learn how to design, test, and launch new products. And, students will learn how to price new products to obtain specified market penetration levels.

Teaching Method: The instruction will occur through lectures, guest presentations, case discussions and projects.

Pre-requisite: Marketing Management

Credit Hours: This is a 3 credit hour course.

Reading: Students will not need to purchase any reading materials. Short-length readings (in PDF, MS Word, or via hyperlinks) from business journals, texts, and industry trade reports, etc., will be posted electronically on the class moodle page (at least) seven days in advance of each class session.
**Grading:** The final grade will be determined on the following weights:

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<tr>
<th>Component</th>
<th>Weight</th>
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<tr>
<td>Class assignments</td>
<td>125 points</td>
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<tr>
<td>Examinations (best 3 @ 225 each)</td>
<td>675 points</td>
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<tr>
<td>Term Project</td>
<td>200 points</td>
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<td><strong>Total</strong></td>
<td><strong>1000 points</strong></td>
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By attending class beyond the first week, students agree to follow the framework and rules related to this course that is described above. Final grades will be based on the following totals: (totals include bonus points)

- 900 and above: A (Superior Performance)
- 800-899: B (Good Performance)
- 700-799: C (Average Performance)
- 600-699: D (Below Average Performance)
- Below 650: F (Failing Performance)

**Academic Integrity:** Students have the responsibility to know and observe the requirements of The UNC Charlotte 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 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 F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**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. We celebrate diversity that is beneficial to both companies and society at large.

**Participation:** Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade. Students are strongly encouraged to actively share their views in class discussions. The participation grade in this course is determined by class and team involvement. For instance, students that simply attend classes, but do not participate in class discussions will not be awarded a maximum participation grade. Students who miss class will also not be awarded a maximum participation grade. Students are expected to attend all class meetings during the semester.

**Inclement Weather:** University Policy Statement #13. The University is open unless the Chancellor announces that the University is closed. The inclement weather hotline number to call is 704-786-2877. In the event of inclement weather, check your email the morning of class. The instructor will use his best judgment as to whether class should be held understanding that some of you commute from far away and the instructor will notify you by email if class is cancelled.
Other Notes:
Students are responsible for being informed about all announcements made in class and on the class webpage. Students should check the webpage throughout the semester.

The instructor will discuss grades only in person (and not via telephone or e-mail) and only with the student (not with parents, etc); student e-mails other than related to class content may not be answered by the instructor.

The instructor may modify the class schedule during the course of the semester depending upon the progress of the class. Thus, students are encouraged to not plan on missing normally scheduled class sessions—*as exam timing may shift class sessions during the semester depending on the rate of class progress* (e.g., if there is a need to spend additional class sessions on a topic, etc.).

**Tentative Course Schedule:** Will be posted to the class moodle page.