Syllabus
MKT 3224-001
Product & Brand Management
Fall 2021

Instructor Contact Information

Instructor: Jacqueline Robinson
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(Put the word Student in the subject line of the email to go to the top of my email)

Office Hours: Mon. & Wed. 1:00 – 2:00 pm and By appointment

Pre-requisite

MKTG 3110 with grade of C or above

Course Description

MKT3224  Product & Brand Management  Three Credit Hours

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” - Jeff Bezos, Founder and Retired CEO of Amazon

“Don't worry about being successful but work toward being significant and the success will naturally follow.” – Oprah Winfrey, Talk Show Host, Television producer, and Philanthropist

“Your premium brand had better be delivering something special, or its not going to get the business.” – Warren Buffet, Chairman & CEO, Berkshire Hathaway

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.

*This syllabus contains the policies and expectations I have established for MKTG 3224 Product & Brand Management. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.*

**Course Objectives**

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

**Required Materials**

**Textbook:** *Strategic Brand Management, 4th edition by Rosenbaum-Elliot, Percy, & Pervan*

Dependable accessibility to the Internet

**Required Equipment:** In addition to the required textbook, the following materials will be used:

1. Lectures, discussions, and examples.
2. Handouts.
4. Internet websites.
5. Current literature including newspapers, magazines, and journals.

Course Structure

A combination of lectures, speakers, reading assignments, Homework assignments, quizzes, exams, case studies, group work, and in-class assignments are used to achieve the objectives of this course.

Class Format

In order to accomplish the course objectives, students need to be responsible for reading and analyzing information provided in the textbook and class lectures. If students have questions about the readings they can email the professor prior to class. Class discussions will not necessarily follow from the textbook. Since students can comprehend the information by reading the textbook, class time can be devoted to applications of Marketing concepts. Therefore students will improve their success in the course by reading the textbook and attending class to learn Marketing applications.

Student Expectations

1. Read, review, and study the textbook
2. Print out slides and take notes on the slides during class
3. Check Canvas on a regular basis for assignments and course announcements
4. Show respect for learning by requesting acknowledgement when you have a question
5. Arrive on time and stay until class is over to avoid disturbing your classmates
6. Attend and participate in the classroom discussions
   a. Students can be called upon to provide their opinion or to explain concepts that have been covered in the readings
7. Turn off cell phones during class
8. Refrain from individual discussions that may distract your classmates
9. Know and understand the Student Code of Academic Integrity and the UNCC Code of Student Responsibility
10. If you need help with your study habits contact on campus academic support: http://advising.uncc.edu/academic-support

Absenteeism / Participation

Students are expected to attend every class and remain in class for the duration of the session. 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 loss of participation points.

Students are also expected to work through all of the Canvas modules. Failure to login to the Canvas course may impact your ability to achieve course objectives which could adversely affect your course grade.

Class Absence(s): The authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment(s), provide extra time on an assignment, reschedule an exam(s) etc.) sits with the individual instructor.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, military/court orders, and/or personal and family emergencies, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

The Office of Student Assistance and Support Services (SASS) can provide notification to faculty of emergency situations, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an online request form and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to pregnancy or parenting (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the Title IX Office to obtain absence verification by completing the form at http://bit.ly/332eaGd.

**Instructor Tardiness Policy**

If I am late in arriving to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.
Attendance

The United States Department of Education requires UNC Charlotte's Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. Because I do not take regular attendance for this course, the date I will report as your last date of attendance will be the latest of the following:

- The date you last participated in an online discussion or activity;
- The date you last submitted an assignment/project/test/tutorial/quiz; or
- The date you last initiated contact with me to ask a question about the course or course content.

If you earn an F or U grade, your last date of attendance will be reported to the United States Department of Education. This may require you to pay back any financial aid funds received for this course.

Absenteeism / Participation

Students are expected to participate by working through all of the modules. Failure to login to the Canvas course 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 participation (i.e., logging into the Canvas class and working on the course modules) is a student's obligation, as is a responsibility for all the class work. If you stop participating on a regular basis it may result in a loss of participation points.

Class Absence(s): The authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment(s), provide extra time on an assignment, reschedule an exam(s) etc.) sits with the individual instructor.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, military/court orders, and/or personal and family emergencies, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

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**Syllabus Revisions**

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in Canvas or email notice.

The syllabus is subject to change.

**Classroom Conduct**

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

**Classroom Etiquette**

- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Please read the Netiquette document (on Canvas) to familiarize yourself with expectations of conduct. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

- No wandering in and out of class

- Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web or printing out homework. Attempts to pursue such activities may be reflected in lower grades and may lead to removal from class.
Communication & Netiquette General Guidelines

It is important in this course that we all work together to develop a collaborative, safe, and friendly environment. One way of doing so is through good communication.

- Maintain a professional and courteous tone in all communications with your peers and with your instructor.
- Don't type in ALL CAPS - it's like you're shouting.
- Be aware of the effect of punctuation like exclamation points.
- When in doubt, just end your sentence with a period.
- Wait a little while before responding to something that makes you angry. This will give you a chance to cool down before you type something you'll regret later.
- Be careful of using humor and sarcasm in written communication. It can be easy to misunderstand without accompanying facial expressions and body language. Humor and sarcasm can also sometimes be intentionally or unintentionally offensive.
- It's okay to disagree with one another. Disagreement is one way we further our knowledge and understanding, but be sure you express your disagreement in a respectful way. Remember that disagreement is not the same as disrespect.
- Video recordings should use appropriate language: both spoken and body language.
- Separate paragraphs with line breaks.
- Start your emails with a salutation (Hi Jennifer,) and end with your name.
- Reply to emails and messages in a timely manner.
- Use informative subject-lines (e.g. "John Robert's Introduction" rather than "hi".)
- Write in complete sentences and avoid abbreviations and "text-speak".

Use of Cell Phones & Computers In Class

The use of cell phones, smart phones, or other mobile communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.

Students are permitted to use computers during class for note taking and other class related work only. Those using computers during class for work not related to that class will be asked to leave the classroom for the remainder of the class period.

If at any time the use of computers becomes disruptive students will be asked to close their laptops.
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>250</td>
</tr>
<tr>
<td>Case Studies (5 @ 50 points each)</td>
<td>250</td>
</tr>
<tr>
<td>Group Case Study</td>
<td>250</td>
</tr>
<tr>
<td>6 Quizzes / In Class Assignments (5 @ 25 points each)</td>
<td>250 points</td>
</tr>
<tr>
<td>- <strong>Lowest quiz dropped</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Course Total Points</strong></td>
<td><strong>1000</strong></td>
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Extra credit class participation points will be available throughout the Semester.

**Grade Distribution**

A = 90 – 100% of the total points  
B = 80 – 89% of the total points  
C = 70 - 79% of the total points  
D = 60 - 69% of the total points  
F = Less than 60% of the total points

All assignments and grades will be reflected in Canvas.

**In Class Participation and Quizzes**

It is solely your responsibility to obtain class material if you are absent. In-class participation points can only be earned by students that are physically in class during the activity or the Dean of Students Office sends an excused absence. In Class participation points are given randomly throughout the semester.

**Note:** Any excused absences need to come from the Dean of Students Office. After receiving the response from the Dean of Students Office, students can complete an exercise that will count towards their missed in-class participation or quiz points. Without a notification from the Dean of Students office regarding your absence, no missed participation or quiz points can be awarded.
Exams and Quizzes

All exams and quizzes are closed book/closed notes and must be taken on the assigned days during the semester. Exams and quizzes will be based on material from lectures, class discussions, guest presentations, videos, and text references assigned on the course schedule, course Canvas site and during class.

Exams and quizzes may consist of multiple-choice questions, true/false, short answer, and essay questions. Grades will be posted on the course Canvas site.

If you miss a quiz and you have the Dean of Students Office send me a notification that you need to be excused from class during the exam day, I will work with you to schedule a makeup quiz. You must have a verifiable university excused absence (ie. A medical emergency or a University athletic event)

If you miss two quizzes, the second quiz will be given a grade of zero, “0.”

There will be a final exam, which will test your cumulative knowledge from the course. This will be a closed-book exam. The exam date will follow the normal posting from the Belk College of Business. As a general rule, there are no makeup exams.

Absence from an exam will only be approved for the following reasons:

- Participation in an authorized University activity (with prior arrangement)
- Confinement due to illness under a doctor’s care
- Death in the immediate family
- Participation in legal proceedings that require your presence

Each of the above situations requires an official letter (e.g. from a doctor, attorney or a funeral director along with supporting evidence of immediate family relationship). A phone number is also required for verification. This policy is strictly enforced—no exceptions. In the event a make-up exam is approved, it will not be the same as the exam provided to the class.

UNC Charlotte Policy #16: Students having three examinations in one day will be allowed to reschedule the middle examination by filling out a form obtainable in the Registrar’s office (Note: Upon agreement of the student and another instructor, a different exam may be rescheduled.)

https://legal.uncc.edu/policies/up-202

The final exam is cumulative. Cell phones must be turned off during exams. You may not use them as calculators or clocks.
1. Wearing hats (including baseball caps) is prohibited during exams.
2. Students will be permitted to use only one electronic device for exams.
3. Lockdown Browser and Respondus Monitor software is required for all exams and for the optional final exam. Please note: Lockdown Browser and Respondus Monitor work only on computers, not on smartphones or tablets. [https://belkcollege.uncc.edu/laptop-policy](https://belkcollege.uncc.edu/laptop-policy)
4. The Atkins Library has a Technology Loan Program that allows students to check out a variety of equipment including laptops, webcams, cameras, iPads, etc. For more information, contact the Technology Support Desk at 704.687.6028 or AtkinsTechSupport@uncc.edu
5. Document tech failures; supporting info will be required in the event of requests for clemency.

**Quizzes:** There will be 6 quizzes given during the course. The quiz may be given at any time in the class period. The lowest score from these quizzes may be dropped. Failure to attend a class period where a quiz is given will result in a score of zero for that quiz.

Quizzes and In-class assignments will be given during class. They will be based on material assigned for preparation for the class and/or material discussed in class. No screens are allowed during quizzes. No make-ups. While a quiz is in progress, students will not be permitted to enter or leave the room.

### Assignments / Case Studies

Assignments are due on the dates given. However, dates may change, or extensions granted at the discretion of the professor. No late assignments will be accepted 7 days after the due date or on the last day of class, whichever occurs first.

Assignments submitted after the due date and within 7 days after the due date is eligible for 50% of the assigned points. Late assignments will not be accepted after 7 days of the initial due date and will be assigned a point score of 0.

**NO EMAIL SUBMISSIONS WILL BE ACCEPTED.** All assignments should be submitted via the Course Canvas site.

**Case Studies / Discussions (5 assignments @ 50 points each - 25% 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. You are expected to prepare for case discussions by thoroughly thinking through the assigned questions in advance of class and be prepared to discuss them. Each case is worth 50 points.
Case studies will be provided by the professor. Assignment questions will be posted in Canvas. Bonus points may be added at the discretion of the professor for outstanding class participation / discussions.

**Group Project (Brand Audit) (25% of your final grade):** Working in teams, 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. Groups will present their Brand Audits in late November & early December subject to change as needed depending on class progress and at the discretion of the professor.

An example of a completed brand audit will be provided in class. Attendance is MANDATORY for the group project presentation for all students. A portion of your grade will be determined based on your team's peer feedback of your work involvement/effort in the project.

**Class Participation & Attendance Policy:** There is no strictly enforced attendance mandate, however, attendance and active participation are critical to getting the most from this course. Class participation means coming to class prepared to discuss readings, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. If you are not present during a class period where an exam or quiz is given, your score will be zero. There are no make-up exams or opportunities for extra credit to make up for missed assignments, exams, or quizzes. In addition, attendance is MANDATORY for the group project presentations.

**Canvas**

This course uses Canvas, which provides the instructor with analytics and data on student engagement with the Canvas page, including page views, participation, submissions, timeliness, etc. I will be monitoring student activities on Canvas to ensure successful engagement and participation in the course. If I notice that a student's activities on Canvas indicate issues with pedagogically appropriate engagement, I may reach out to the student to discuss improving course engagement and participation.

Instructors use a number of strategies for ensuring academic integrity in courses, whether in-person or online, and a variety of technologies may be applied. This course may use LockDown Browser with Monitor for online exams and assessments. While there is no cost to you to use the software, you are required to have a webcam, which may be built into your computer or may be an external camera. Use a Mac or PC computer; Chromebooks are not compatible. Watch this short video to get a basic understanding of LockDown Browser and the Monitor webcam feature.
During remote course exams or assessments, your participation may be video-recorded with your webcam using Respondus Monitor. Respondus Monitor is a companion product for LockDown Browser that enables students to record themselves with a webcam and microphone during an online exam. These video recordings may be submitted to Student Conduct & Academic Integrity as evidence in suspected cases of violations of the Code of Student Academic Integrity.

The Respondus system allows access to your webcam only while the exam/assessment is in progress. UNC Charlotte and its faculty do not have access to your webcam at any point outside of the assessment setting. You are responsible for obtaining an external webcam with microphone if no functioning built-in camera is available on your device. Students may borrow laptops and webcams from Atkins Library.

Download and install LockDown Browser to your Mac or PC computer.

For information about checking LockDown Browser and webcam setup, test-taking guidelines, webcam video tips, as well as security and privacy information, please review Online Testing Guidance from the Center for Academic Excellence.

Academic Integrity

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code and on the Student Conduct and Academic Integrity website. The Code is available from the Dean of Students Office or online at legal.charlotte.edu/policies/up-407. Additional resources are available on the Student Conduct and Academic Integrity website.

Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Violation of these syllabus policies may result in appropriate academic penalties, including reduction of grade in the relevant assignment, project, test, or exam. If violation of these syllabus policies also implicates the Code of Student Academic Integrity because of alleged academic misconduct, I will follow the process outlined in the Code to address such cases.

As a condition of taking this course, papers that the instructor in good faith suspects are in whole or in part plagiarized may be subject to submission for textual similarity review to SimCheck or another service for the detection of plagiarism. Such works will be included as source documents in the SimCheck or other plagiarism detection service reference database solely for the purpose of detecting plagiarism of such papers. No student papers will be submitted to SimCheck or other plagiarism detection service without a student’s written
consent and permission. If a student does not provide such written consent and permission, the instructor may: (i) require a short reflection paper on research methodology; (ii) require a draft bibliography prior to submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

**Student Recording of Class Information**

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.

**Course Credit Workload**

This 3-credit course requires 3 hours of classroom or direct faculty instruction and 6 hours of out-of-class student work each week for approximately 15 weeks. Out-of-class work may include but is not limited to: required reading, library research, written assignments, reviewing videos, and studying for quizzes and exams.

**Gender Pronoun**

This course affirms people of all gender expressions and gender identities. If you refer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

**Non-Discrimination**

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.
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.

Withdrawals

Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Title IX

UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I am expected to report the information to the Title IX Coordinator. Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); or (2) Student Health Center (studenthealth.uncc.edu, 7-7400). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.
### Mental Health

It is common for college students to experience challenges that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- Visit the Counseling and Psychological Services website at caps.uncc.edu for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

### Copyright Ownership

My lectures and course materials, including presentations, tests, exams, outlines, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials I create. I encourage you to take notes and make copies of course materials for your own educational use. However, you may not, nor may you knowingly allow others to reproduce or distribute lecture notes and course materials publicly without my express written consent. This includes providing materials to commercial course material suppliers such as CourseHero, Chegg, and other similar services. Students who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor's course materials may be in violation of University Policy 406, The Code of Student Responsibility. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web site, I will request your written permission.

### Sexual Harassment

All students are required to abide by the UNC Charlotte Title IX Grievance Policy, Sexual Harassment Policy, and the policy on Responsible Use of University Computing and Electronic Communication Resources. Sexual harassment is prohibited, even when carried out through computers or other electronic communications systems, including course-based chats, breakout rooms, or message boards.

### FERPA Notification

In establishing University Policy 402, Student Education Records, UNC Charlotte adheres to a policy of compliance with the Family Educational Rights and Privacy Act of 1974, also known as FERPA, a federal law that affords students the following rights with respect to their education
Belk College 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.

Food Insecurity

Food insecurity is defined by the USDA as “a lack of access to enough food for an active, healthy life.” Food insecure categories include: reduced caloric intake, reduced food quality, lack of variety in diet, disrupted eating patterns, and hunger. Research shows that college students experience food insecurity at higher rates than the American household rate, and that food insecurity can negatively impact academic performance and persistence. In recognition of this problem, UNC Charlotte offers assistance to students facing food insecurity through an on-campus food pantry.

The Jamil Niner Student Pantry (JNSP) is located on the east edge of campus at 1224 John Kirk Road. It has regular hours which may change from semester to semester; please see the website at https://ninerpantry.uncc.edu/ for schedule and details on its services, as well as resources about hunger and food insecurity among college students.

Policies related to Covid-19

It is the current policy of UNC Charlotte that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings in all indoor spaces on campus, including classrooms and labs, regardless of vaccination status. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the Code of Student Responsibility.

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 loss of participation points.

Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

- **Complete your** Niner Health Check **each morning.**
- **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, indicate so on your Niner Health Check to alert the University. Submit a copy of your Niner Health Check notification email to your instructors. Upon learning that you have tested positive or have been diagnosed for symptoms of COVID-19, either from your reporting or from Student health Center testing or diagnosis, representatives from Emergency Management and/or the Student Health Center will follow up with you, and your instructors will be notified of the need for accommodations, as necessary.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, indicate so on your Niner Health Check to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors. If you need any additional support verifying your absence after you have communicated with your professors, contact Student Assistance and Support Services.

To return to class after being absent due to a period of self-quarantine, students should submit a copy of their Niner Health Check clearance email to their instructor(s). To return to class after being absent due to a COVID-19 diagnosis, 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 do the following to help you continue to make progress in the course:

Provide remote learning options and assignments on a case by case basis.

The final decision for approval of all absences and missed work is determined by the instructor.
Communication

Your UNCC mail account and Canvas are the main communication tools used in the course. This instructor will not respond to emails sent from other accounts. It is your responsibility to check your UNCC mail and Canvas regularly. Emails should include the course number section, along with your first and last name, and topic in the subject line [Ex.: “CSC 131-OA: Jane Doe - Homework 1 Question”] Please also add the word Student to your subject line.

Failing to read emails or Canvas notifications will not be an acceptable excuse for missing critical course information. Please check your UNCC email and/or Canvas notifications before sending an email, as the question may have been answered there.

Food and Drinks In Class

Students may consume food and drinks in class. Please place your trash in a waste can or take your trash with you. Do not leave empty containers and paper in the classroom. If this policy is not followed, I reserve the right to change it at any time during the semester.

Canvas and Technical Assistance

Canvas Support

24/7 Canvas Assistance (877) 257-9780

IT Support

help.uncc.edu

(704) 687-5500

Walk-Up IT service is also available, please check web-site for locations and times
The schedule below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class, the professor's discretion or their relevant events.

<table>
<thead>
<tr>
<th>Week</th>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Text Chapter</th>
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