Course Information

<table>
<thead>
<tr>
<th>Course Name:</th>
<th>Special Topics in Marketing: Brand Management</th>
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<tbody>
<tr>
<td>Course ID:</td>
<td>MKT 490</td>
</tr>
<tr>
<td>Semester:</td>
<td>Summer 2019</td>
</tr>
<tr>
<td>Mode:</td>
<td>Online</td>
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Instructor Information

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dr. Selcan Kara</th>
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<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:skara@umassd.edu">skara@umassd.edu</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>(508) 999-8425</td>
</tr>
<tr>
<td>Office Hours</td>
<td>As listed below, or via email.</td>
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Class Schedule, Office Hours and Location

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tbody>
<tr>
<td>Weekly start –</td>
<td>Office hours @</td>
<td>Office hours @</td>
<td></td>
<td></td>
<td></td>
<td>All assignments/discussions</td>
</tr>
<tr>
<td>online</td>
<td>1:00-2:00 pm</td>
<td>1:00-3:00 pm</td>
<td></td>
<td></td>
<td></td>
<td>and quizzes are due 11:59 pm</td>
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<tr>
<td>(Virtual-Email)</td>
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<td>Email)</td>
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Course Description:

Strategic Brand Management is an advanced marketing course that provides students with up-to-date theory and practice relating to brands and brand management. This course focuses on understanding customer behavior in relation to marketing strategies in building, leveraging, and enhancing brand equity and formulating strategic brand decisions such as positioning and designing brands, building, monitoring, and leveraging brand community, measuring brand assets and brand performance, providing brand stewardship, and managing brand extensions.

Students are required to access myCourses site. If this is your first time using the Blackboard Learn site:

- You can log into UMASS Dartmouth Blackboard system at [this link](#).
- If you experience problems using the Blackboard after logging in, please use the “HELP” page.
- If you experience problems logging into the Blackboard, please call the Student IT Services Center at 508 999 8884 between 8:00 am to 5:00 pm on weekdays, or at 800 569 6505 between 5 pm to 8 am on weekdays or on holidays. Or, you can visit the library lower level.

Course Credits: 3
Required Text:
Keller, Kevin Lane (2013), Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th Edition)

Required Materials:
PowerPoint slides (lecture videos), and additional readings available at myCourses Black Board

IMPORTANT NOTES:
1. All deadline times or any other time stated in the syllabus are Eastern Standard Time (EST)
2. No late submissions are accepted

Course Objectives

By the end of this course, you should be able to:

- Provide an appreciation for the role of branding in consumers’ daily experiences, in addition to creating shareholder value
- Create familiarity with research tools that illuminate the meaning and strength of any particular brand.
- Improve ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands
- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- Identify important issues related to planning and implementing brand strategies
- Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- Apply marketing strategies and marketing communication tools to achieve brand management goals and improve marketing performance.

Communication Plan

Expectations for electronic communication
I check my email daily Monday through Friday during normal business hours only. You can expect a reply from me via email within 24 hours during the work week. You *may* get an email reply during the weekend, but that would be an exception not the rule.

Time Considerations

Course materials will be posted online on Mondays. These course materials are online lecture files, additional readings for the next week, assignments, quizzes etc. Any assignment or quiz posted on Monday will be due Sundays by 11:59 pm EDT in the week, unless otherwise is stated by me.

Given that this is a condensed summer course, students should be prepared to spend a minimum of 6-7 hours a week on readings and on course assignments/quizzes. While you may feel that I’m displaying a lot of information to you on a weekly basis remember that in a traditional “live” course you would be coming to class for 2.5 hours and then spending an additional 1-1.5 hours (at least) outside of class on assignments and readings for 15 weeks. For this summer course we have 5 weeks to cover most of the materials. Hence, in our online course environment my expectation is that you will be spending those 6-7 “class hours” on your own, working on the concepts that you would usually get in a live lecture. Please be sure to budget your time accordingly!

Things to keep in mind as you write discussion posts and communicate with other students:

- Share an experience that is related to the discussion. Comment on other participants’ experiences that are related to the course.
- Ask others questions about their ideas and experiences that are related to the course
• Challenge a point that another participant made in a respectful manner. Offer a different perspective on an idea that is being discussed
• Give insights gained from readings that were assigned for the week. If you need more information, ask the participants a question about the week’s reading
• Discuss a work issue that is related to the course or discussion and ask for feedback
• Relate how you have applied what you have read, learned or discussed regarding the course to your personal and professional life
• Share another resource such as Web links, books, etc. that you have used to answer other participants’ questions or as you explore the topics of the course (as it is a violation of copyright law to copy the actual page)

### Evaluation and Grading Breakdown:

<table>
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<tr>
<th>Activity</th>
<th>Weight</th>
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<tr>
<td>Quizzes, Assignments, and Discussion Boards*</td>
<td>70%</td>
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<tr>
<td>Exam (1) **</td>
<td>30%</td>
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*The university policy on academic dishonesty applies to all work in this class. Please see the guidelines on academic dishonesty for more information.

This includes, but is not limited to, misrepresenting mastery in an academic area (e.g., cheating), intentionally or knowingly failing to properly credit information, research or ideas to their rightful originators or representing such information, research or ideas as your own (e.g., plagiarism). A student who knowingly assists another student in committing an act of academic misconduct shall be equally accountable for the violation, and shall be subject to the sanctions and other remedies described in the university policy.

**Online Quizzes, Assignments, and Discussion Boards**

These online quizzes/assignments/discussion boards, which are designed to complement the material that is covered in class time on Mondays, aim to enhance your understanding of course materials and marketing concepts. These activities are clearly marked on the schedule below. Details regarding each week’s online activity, such as the type of the assignment (e.g., a quiz or an assignment or discussion board), will be posted on my courses. It’s your responsibility to check Black Board on regular basis. You will have more than enough time to complete the assignments. The time provided you to complete the online assignment will vary depending on the structure of the online component. Each activity specified in a week is due 11:59 pm (EDT) on Sundays unless otherwise is specified.

**Late Assignments:**

**NO LATE SUBMISSIONS ARE ACCEPTED.** Assignments are due 11:59 pm (EDT) on the dates listed for each assignment on the syllabus unless otherwise is specified.

**Exam**

1 multiple choice exam with 3-4 short answer questions will be given online by the end of the summer term.

**Incomplete Policy**

According to the university catalogue, an incomplete may be given only in exceptional circumstances at the instructor’s discretion. The student must be passing at the time of the request or be sufficiently close to passing. If the work is not completed within one year of the recording of the incomplete grade, the grade will become an F(I). The incomplete policy for this course is that at least 80% of the course must be already completed and an exceptional circumstance (i.e. medical issue) must exist. If you feel you require an incomplete for an exceptional reason, you need to email me and
state your reasons for the incomplete in writing. We will then decide on a course of action.

**Course Conduct**

UMass Dartmouth policies regarding equal opportunity, discrimination, harassment, and sexual violence apply to all learning environments wherever they are located and from wherever they are taught. This applies to all UE face-to-face, off campus, blended, and online courses. Please see the [Office of Diversity, Equity & Inclusion policies page](#) for more information.

**Student Academic Integrity Policy**

All UMass Dartmouth students are expected to maintain high standards of academic integrity and scholarly practice. The University does not tolerate academic dishonesty of any variety, whether as a result of a failure to understand required academic and scholarly procedure or as an act of intentional dishonesty.

A student found responsible of academic dishonesty is subject to severe disciplinary action which may include dismissal from the University. The procedure for responding to incidents of academic dishonesty may be found in Section III of this document. You may also refer to the Student Handbook for information about the judicial process.

A high standard of academic integrity promotes the pursuit of truth and learning and respect for the intellectual accomplishments of others. These are values that are fundamental to the mission of this University. Such values are undermined by academic dishonesty.

Academic freedom is a fundamental right in any institution of higher learning. Honesty and integrity are necessary preconditions of this freedom. Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are legitimate only when the assistance of others is explicitly acknowledged and deemed appropriate by the instructor of the course. Ethical conduct is the obligation of every member of the University community, and breaches of academic integrity constitute serious offenses.

Maintenance of the standards of academic integrity and the successful administration of this policy depend on the mutual cooperation of faculty and students. Faculty cooperation is essential for successful application of the procedures defined by this Academic Integrity Policy. Faculty members promote academic integrity by making clear on their syllabi their expectations concerning homework assignments, collaborative student efforts, research papers, examinations, computer-based infractions, and the like. Efforts should be made to detect and to prevent cheating and plagiarism in all academic assignments. If faculty members have evidence of academic dishonesty, they are expected to report such evidence promptly.

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Students are also expected to report incidents of academic dishonesty to the instructor or dean of the instructional unit.

The intent of this policy is to make clear the standards of academic integrity at UMass Dartmouth.

*For additional information on violations, infractions, and consequences visit the [UMass Dartmouth Student Academic Integrity Policy](#).*

**Center for Access and Success**

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please meet with the instructor at the beginning of the semester and provide the appropriate paperwork from the [Center for Access and Success](#). The necessary paperwork is obtained when you bring proper documentation to the Center, which is located in Pine Dale Hall, Room 7136; phone: 508.999.8711.
Resources for UMass Dartmouth Students

Tutoring
If you are having difficulty with the class please:
- Contact me directly using the contact information listed at the top of this document.
- Contact the Academic Resource Center (ARC) for support:
  - Academic Resource Center, Liberal Arts - Room 007
  - Phone: 508.999.8708, Fax: 508.910.6404
- For help with writing assignments you can also make use of online writing tutoring.
  - eTutoring can be accessed at this link or by clicking the "Online Tutoring" link at the top of the myCourses Dashboard.

Technical Help
Technical support for myCourses is available 24/7:
- Students can email myCoursesHelp@umassd.edu or call the Student Help desk at 508-999-8505 during normal business hours. (Mon-Fri 9:00 a.m.-5:00 p.m. EST)
- 24/7 email, live chat, and phone support for myCourses is available at the myCourses support portal.
- Support information for all other UMass Dartmouth technologies can be found on the Technical Resources page.

Course Schedule

<table>
<thead>
<tr>
<th>Week/Date Beginning</th>
<th>Unit of Instruction Topic</th>
<th>Responsibilities</th>
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| Week 1 Jul. 16 (Tu) | * Course Introduction  
* Basics – What is a Brand?  
* Customer Based Brand Equity (CBBE) | **Reading:** Syllabus  
Chapters 1 and 2 (until pg. 51)  
Chapter 3 (until pg. 100) (Keller)  
Brands and Branding (Holt, 2003)  
**Activity:** Assignment 1: Post your brief bio on the online discussion forum.  
Assignment 2: Fill out the favorite brands worksheet.  
**Evaluation:** Total worth 100 pts. for each |
| Week 2 Jul. 22 (M)  | * Brand Positioning  
* Choosing Brand Elements to Build Brand Equity | **Reading:** Chapter 2 (pg. 51 to 70) and Chapter 4 (Keller)  
**Activity:** Quiz 1 pertaining Ch.3 and 4  
Assignment 4: Brand Positioning Assignment for BMW and Audi  
**Evaluation:** 10 question multiple-choice and T/F quiz. Total worth 100 pts. for Quiz 1  
Total worth 100 pts. for Assignment 4 |
| Week 3 Jul. 29 (M)  | * Designing Marketing Programs to Build Brand Equity  
* IMC to Build Brand Equity  
* Leveraging Secondary Brand Associations | **Reading:** Chapters 5, 6, and 7 (Keller)  
**Short Articles:**  
1. Pros and Cons of Co-branding (BusinessWeek 2009) |
| Week 4  | Aug. 5 (M) | * Developing a Brand Equity and Management System  
* Measuring Sources of Brand Equity  
* Measuring and Interpreting Brand Equity Outcomes |
|---------|------------|--------------------------------------------------|
| **Activity:** Quiz 2 pertaining Ch. 5 and 6  
Quiz 3 pertaining Ch. 7  
Assignment 5: Discussion Board on articles 1 and 2  
Assignment 6: Discussion Board on article 3 |
| **Evaluation:** 10 question multiple-choice and T/F quiz. Total worth 100 pts. for the quizzes  
Total worth 100 pts. for the assignments |

| Week 5  | Aug. 12 (M) | * Designing and Implementing Brand Architecture Strategies  
* Introducing and Naming New Products  
* Global Brands (Managing Brands Over Geographic Boundaries and Market Segments) |
|---------|-------------|--------------------------------------------------------------------|
| **Reading:** Chapter 3 (pg. 100 – 104)  
Chapters 8, 9, and 10 |
| **Activity:** Assignment 7: Identify different brand personalities and different consumer profiles  
Quiz 4 pertaining Ch. 8, 9, and 10 |
| **Evaluation:** Total worth 100 pts. for the assignment  
10 question multiple-choice and T/F quiz. Total worth 100 pts. |

| Week 6  | Aug. 14 (W) | **THE EXAM IS DUE 11:59 PM EDT** |