

RUTGERS UNIVERSITY
School of Business – Camden

BRAND MANAGEMENT

52:630:375 Section M1

Fall 2017

Room TEC 217 Burlington County Community College – Mt Laurel

Monday 6:00-8:50

Instructor: Ilene Fink

Email: ilene.fink@camden.rutgers.edu

Availability: By appointment

COURSE SYLLABUS

COURSE DESCRIPTION: Analyzing all aspects of a brand including strategic plans to create, build, and leverage a brand's equity or value over time. Course topics will include brand values, positioning, awareness, image, and loyalty. The course will cover frameworks for developing and launching brand extensions and co-brands, global branding, sustainability, and methods to assess brand performance and profitability.

COURSE OBJECTIVES: Students will be able to analyze and develop different aspects of branding strategies including building brands and managing them over time, growing and sustaining brand equity, globalization of brands, and integrating marketing communications. Relating topics to current industry events and trends is integral. Project presentations on rebranding, creating a new image for an existing product and brand focus undertakings with an emphasis on creating value, legal considerations, and brand crisis will simulate authentic circumstances. Learning industry perspectives and networking with guest speakers will be augmented goals.

REQUIRED TEXTBOOK: Strategic Brand Management, Kevin Lane Keller, 4th Edition, Pearson
ISBN 10: 0-13-266425-9

PRE-REQUISITE: 52:630:201

SUGGESTED READINGS: Fast Company, New York Times, AdAge

CANVAS: Class procedures, topic area notes, project assignments and announcements are on the Sakai electronic course system. To access this system, go to <http://sakai.Rutgers.edu>, log in, and click on the course tab on the top bar. Come to class prepared!

TEACHING METHODS: The information offered in the textbook imparts the crucial workings of the course. Much of the class time will be dedicated to events that supplement the content in the textbook. For this teaching method to work successfully, it is essential that you read the textbook matter designate for a class before coming to that class and familiarize yourself with the content.

ACADEMIC INTEGRITY:

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others
- properly acknowledge all contributors to a given piece of work
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- Treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- Uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- The reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT CODE OF CONDUCT:

Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests

· Resorting to physical threats or violence directed toward the instructor or other students.*

*Physical threats or violence are a violation of the University's Code of Student Conduct and incidents should be referred to the Dean of Students immediately. Please consult "Standards of Classroom Behavior," in The University Code of Student Conduct

<http://studentconduct.rutgers.edu/files/documents/UCSCJuly2011.pdf>

and the University's "Policy against Verbal Assault, Defamation and Harassment"

<http://studentconduct.rutgers.edu/files/documents/PolicyAgainstVerbalAssault.pdf>

for further information.

STUDENTS WITH DISABILITIES:

DISABILITY SERVICES

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability

services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street

Camden, NJ 08102-1405

Web page: <http://learn.camden.rutgers.edu/disability-services>

Phone: 856.225.6442

Fax: 856.225.6443

E-mail: tpure@camden.rutgers.edu

COURSE REQUIREMENTS:

PROJECTS – There will be three group projects. Groups are formed by students. No more than 2 students to a group. Projects are presentations; materials do not need to be handed in. Project outlines are found on Sakai.

CURRENT EVENTS – There will be ten current event discussions. Topics are outlined on Sakai. These are in-class discussions. This assignment cannot be submitted or discussed at a later time, it is current events.

SPEAKER QUESTIONS – There will be two guest speakers. Questions for them are to be posted on Sakai prior to the speaker's scheduled date. Questions should relate to class topics, the speaker's company, and area of expertise.

CLASS EXPECTATIONS AND POLICIES

Student's project grades are based on four categories: Effort, Subject Knowledge, Presentation Skills and Creativity.

Extra Credit - NO EXCEPTIONS – extra credit will not be offered

Make-ups -

Projects: Projects may be presented during the next class or previous classes. A project may not be presented more than one class meeting late. If a project is late it will drop a full letter grade from the grade that is earned. To avoid a grade drop, the project may be presented prior to the due date. Leaving class, without prior arrangements, before all students complete project presentations will affect your project grade.

If one group member does not come to class, the other group members may decide to present without the missing group member, giving the missing group member a zero for the project, or the entire group may take the one class meeting late one full letter grade drop. A group member may never present individually. Papers or an emailed presentation in lieu of presenting is not acceptable. To receive credit for the project, an in-class presentation should be made.

Final projects can only be presented during the specifically designated class meeting. No exceptions other than true extenuating circumstances will be made. Failure to present a final project will result in a zero for the final project grade.

Current Events: Articles are to be discussed during the class time in which they are due. For each current event assignment three articles pertaining to the topic of the day should be brought to class. Each student will discuss one of their articles. Failure to discuss the article on the day it is due will result in a zero grade for the

assignment. Current events can not be made up or turned in late. A written summary of the article may not be submitted in lieu of class discussion unless special circumstances are specifically granted in writing.

Class Participation: Extremely encouraged. Class discussions are an excellent way to learn from each other. Students are required to put any cell phones on vibrate or silent while they are in class, unless there is an emergency. No texting or instant messaging during class. You are expected to participate in the current events discussions and topic discussions; your contributions are expected to help the class learn and understand the topics under consideration. A lack of participation may be reflected in the final grade. Negative participation (disruption, sleeping, reading, texting, etc.) detracts from everyone's time; points may be deducted.

Missed Classes: If you miss a class you are responsible for obtaining the notes or any work missed. You are expected to be prepared for every class regardless of absences. Be sure you have two class “buddies” to contact. Contact information can be found through Sakai.

Preparation: You are expected to check our Canvas site on a regular basis. Assignments and notes should be read prior to their discussion in class. Class meetings will organize concepts, clarify the material and correlate real examples from the business world. All communications outside of class will be through this method. All course materials can be found on this site. All grades will be posted in Gradebook. It is the student’s responsibility to continuously check Gradebook. If there any questions or discrepancies they should be discussed prior to the last class, with the exception of finals. Grades will be tallied, attendance incorporated, and final grades submitted to the Registrar shortly after the last class. It is the student’s responsibility to track their own attendance. Any questions should be requested by email prior to the last class.

Attendance: All students will sign in at the time of their arrival. Failure to sign in will count as an absence. Signing in and leaving class or signing in another student is unacceptable. Lateness or early departure counts toward absences unless previously arranged. Leaving the classroom for an extended period of time will be recorded as an absence. Students should be punctual and attend all classes. More than two (2) unexcused absences will lower your grade by 2 points for each additional absence.

Issues, Comments & Complaints At any time if a student has any type of issue, suggestions or complaints about the instructor or the course they should be submitted in writing via email to the Professor. A response will be given via email in a timely manner.

EMAIL ETIQUETTE: This is a business course. Professional emails are expected, with “Marketing Principles” in the heading and a proper salutation (e.g. “Dear Professor”) and correct grammar and spelling.

Appointments Appointments must be scheduled via email. If a scheduled appointment needs to be changed, contact should be made at least 24 hours prior to the appointment time.

WEIGHTED COURSE REQUIREMENTS:

Rebranding Project (1) – 20%

Brand Focus Project (1) – 10%

Current Events (10) – 40% (4% each)

Guest Speaker Questions (2) – 10% (5% each)

GRADING:

100% - 90% = A

89% - 85% = B+

85% - 80% = B

79% - 75% = C+

74% - 70% = C
69% - 65% = D
Less than 65% = F

Course Outline and Assignments

September 11	Introduction, Chapter 1 Brands and Brand Management, Chapter 15 Strategic Brand Management Guidelines, form groups
September 18	Chapter 2 Customer-Based Brand Equity and Positioning Current Events 1 – Target market, Brand Equity, Brand Positioning, Brand direction for the future, Brand image, Brand awareness Class time for projects
September 25	Chapter 3 – Steps of Brand Building Brand Focus Project Brand Focus Project
October 2	Chapter 14 Managing Brands Over Geographic Boundaries and Market Segments Group 1 Rebranding Presentation Current Events 2 – Brand value chain, Brand performance, Global brands, Brands in developing countries, Brand imagery, Brand Judgments, Cultural segments
October 9	Chapter 8 Measuring and Interpreting Brand Performance, Chapter 9 Quantitative Research Techniques Current Events 3 – Brand audit, Brand Inventory, Brand Tracking, Free Association, Neuromarketing, Brand Personality, Brand Relationships, Value Pricing, Brand Experience
October 16	Chapter 5 Designing Marketing Programs to Build Brand Equity Group 2 Rebranding Presentation Brand Focus Project
October 23	Chapter 6 Integrating Marketing Communications to Build Brand Equity Chapter 4 Choosing Brand Elements to Build Brand Equity Current Events 4 – Brand exposure, Advertising, Sales Promotions, Social Media, Brand Names, Logos, Websites, Trademarks, Copyrights, Licensing <i>Guest Speaker Questions due October 24th by 8:00am</i>
October 30	Brand Focus Project Group 3 Rebranding Presentation Guest Speaker Alex - Saint-Gobain
November 6	Chapter 7 Leveraging Secondary Brand Associations to Build Brand Equity Group 4 Rebranding Presentation Current Events 5 – Corporate brands, Co-branding, Ingredient branding, Country of Origin/Geographic location, Channels of Distribution

- November 13 Chapter 11 Growing and Sustaining Brand Equity
Chapter 12 Introducing and Naming New Products and Brand Extensions
Current Events 6 – Brand potential, New Products, Cash cows
Guest Speaker Questions due November 13th by 8:00am
- November 20 Group 5 Rebranding Presentation
Current Events 7 - Brand Extensions
Guest Speaker: Bob Pape, J&J Snack Foods
- November 27 Chapter 13 Managing Brands Over Time
Brand Focus Project
Current Events 8 - Long-term brands, Brand consistency, Re-branding
- December 4 Brand Focus Project –
Group 6 – Rebranding Presentation
Current Events 9 – ROI, Regional sales or advertising,
Marketing to specific demographics,
Customization/Standardization
- December 11 Brand Focus Project -
Group 7 – Rebranding Presentation
- December Current Event 10 – Brand Management open season
Course recap

Note: Instructor reserves the right to make adjustments to this syllabus as deemed necessary during the progress of the course.