

Strategic Brand Management SMO-ISS408

Course Description

Brand management is the discipline that links strategic business objectives, marketing, and operations. High performance companies understand the importance of their brand and actively manage brand equity. This course will address the importance of brands, what they represent to customers, and what should be done by organizations to manage them properly.

Required Texts

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th edition by Kevin Lane Keller and Vanitha Swaminathan

More reading materials will be uploaded to your student center

Prerequisite

Integrated Marketing Communication or permission of the instructor

Course Requirements

Component	%
Quizzes	10%
Project & Cases	20%
Midterm Exam	30%
Final Exam	30%
Participation	10%

Evaluation and Grading

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

Course Hours

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to spend 15-20 hours per week outside of class. The University awards **4** credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

Academic Honesty

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

Disability Accommodation

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

Tentative Schedule

Period	Contents	Readings and Homework
1	<ul style="list-style-type: none"> Introduction 	<ul style="list-style-type: none"> Syllabus and Overview
2	<ul style="list-style-type: none"> Brands and Brand Management 	<ul style="list-style-type: none"> Chapter 1
3	<ul style="list-style-type: none"> Customer-Based Brand Equity and Brand Positioning 	<ul style="list-style-type: none"> Chapter 2
4	<ul style="list-style-type: none"> Brand Resonance and Brand Value Chain 	<ul style="list-style-type: none"> Chapter 3
5	<ul style="list-style-type: none"> Choosing Brand Elements to Build Brand Equity 	<ul style="list-style-type: none"> Chapter 4
6	<ul style="list-style-type: none"> Designing Marketing Programs to Build Brand Equity 	<ul style="list-style-type: none"> Chapter 5
7	<ul style="list-style-type: none"> Integrating Marketing Communications to Build Brand Equity 	<ul style="list-style-type: none"> Chapter 6

8	<ul style="list-style-type: none"> • Branding in the Digital Era 	<ul style="list-style-type: none"> • Chapter 7
9	<ul style="list-style-type: none"> • Branding in the Digital Era 	<ul style="list-style-type: none"> • Chapter 7
10	<ul style="list-style-type: none"> • Review 	<ul style="list-style-type: none"> • Review
	Midterm Exam	
11	<ul style="list-style-type: none"> • Leveraging Secondary Brand Associations to Build Brand Equity 	<ul style="list-style-type: none"> • Chapter 8
12	<ul style="list-style-type: none"> • Developing a Brand Equity Measurement and Management System 	<ul style="list-style-type: none"> • Chapter 9
13	<ul style="list-style-type: none"> • Measuring Sources of Brand Equity: Capturing Customer Mind-Set 	<ul style="list-style-type: none"> • Chapter 10
14	<ul style="list-style-type: none"> • Measuring Outcomes of Brand Equity: Capturing Market Performance 	<ul style="list-style-type: none"> • Chapter 11
15	<ul style="list-style-type: none"> • Designing and Implementing Brand Architecture Strategies 	<ul style="list-style-type: none"> • Chapter 12
16	<ul style="list-style-type: none"> • Introducing and Naming New Products and Brand Extensions 	<ul style="list-style-type: none"> • Chapter 13
17	<ul style="list-style-type: none"> • Managing Brands Over Time 	<ul style="list-style-type: none"> • Chapter 14
18	<ul style="list-style-type: none"> • Managing Brands Over Geographic Boundaries and Market Segments 	<ul style="list-style-type: none"> • Chapter 15
19	<ul style="list-style-type: none"> • Closing Observations 	<ul style="list-style-type: none"> • Chapter 16
20	<ul style="list-style-type: none"> • Review 	<ul style="list-style-type: none"> • Review
	<ul style="list-style-type: none"> • Final Exam 	