

364574: Brand Management

MGMT-X 460.41

Winter 2019 Section 1 4 Credits 01/07/2019 to 03/24/2019 Modified 01/03/2019

Description

Explore, learn, and understand the complexities in the development, sustainability, and leverage of a brand. In this comprehensive course, participants learn how brand identity must be nurtured and managed to positively affect a company's performance and future, as well as understand the power and importance of a brand from its creation through execution. This course presents students with an overview of brand development; brand research; and brand management structures for sales, marketing, advertising, and promotional purposes. In addition, students explore how companies develop financial wealth by extending existing brands and controlling and/or influencing brand pricing and distribution. Additional topics include an overview of brand history; understanding the differences between brand equity and brand identity; and consideration of how brands are won and lost.

Objectives

Goals and Objectives

Students are expected to develop a comprehensive understanding of brand management and how brands affect the company's performance and future. Students will be expected to have an understanding of how to develop of brands – from strategy to implementing a 'brand plan', conduct brand market research, develop in-house brand management structures for sales, marketing, advertising and promotion, and assist in the development of new products and brands for such products, and understand how brands can be extended utilizing existing brand equities. The student will also be expected to learn how brand pricing, distribution, and communications affect brand equity. Additionally, students will achieve an understanding of how to "protect" brands through effective legal and management systems within the corporate framework. They will also learn how to measure brands' effectiveness.

Materials

Strategic Brand Management

Author: Kevin Lane Keller

Publisher: Prentice Hall

Edition: 4th Edition

Building Strong Brands (optional text)

Author: David Aaker

Publisher: Free Press

Optional

Instructor provides a broad array of reading materials in various brand management disciplines, including recent articles in Harvard Business Review, BrandWeek, and materials provided by visiting guest lecturers. Mr. Liljenwall's timely articles and updates on brand events in the marketplace are posted and emailed each week to students. Students will learn how to review the Internet on a regular basis and utilize Internet research tools in their brand management studies.

Deliverables

Graded Assignments

This class is designed to educate students and provide an overview of brand management. Course content, guest lecturers, and handouts are created to fill specific student/work assignments. Students will be required to read the recommended texts and present several assignments, including "The Brand is Me", "Top Ten Brands" and "Brand Survey" in class. The mid-term exam will be a combination true/false and is conducted online after the sixth class.

The Brand is Me -- due Class #3 (100 points)

You are to conduct an analysis of "your brand" with a minimum of 25 friends, associates or family to evaluate how you are perceived as a brand. See assignment on Module #1

Top 10 Brands -- due Class #5 (100 points)

You are to select your **Top 10 Brands** and evaluate how and why you like this brand. This is a self-analysis to teach you how 'personal brands' become part of your life -- as a learning lesson as to how customers perceive brands that are important to them in their lives. Learn how to evaluate the attributes of your favorite brands and how and why you like them....

Brand Survey -- due Class #8 (100 points)

The brand survey is designed to evaluate your selected brand and determine through an anonymous survey (surveymonkey.com) how this brand is perceived. This is true Primary Research and the simple survey will give you insight for your project brand. It is to be included in your project analysis. If your project is not adaptable to a confidential survey, you can choose one of your Top 10 Brands to learn the experience of gaining valuable, primary research.

Mid-term -- Conducted post Class #6 (100 points)

This is an online test that will be composed of 25 questions, true/false, taken from the course text (Keller) and class lectures, which also contain Keller's key brand points. You will have 90 minutes to take the exam between noon. **Midterm begins on Tuesday, February 13 at noon, through Thursday, February 15, noon. 48 hours.**

Brand Analysis Project -- due on Class #11 -- all sections; first two sections are submitted for review only at Class #6 (400 points)

This is the major project of the class. It is worth 400 points or 50% of your grade. The focus is on doing this project in a high-quality, professional manner. Examples are available on Module #1 and the instructor is available for consultation throughout the entire course. "A" papers will vary in length but are usually in the 35 to 60 page range. Instructor conducts a review of the project's first two sections (1 & 2) at Class #7 to give you feedback. It is required to submit your project at that time for review only.

Class chats -- conducted weekly -- Mondays at 5:00 p.m. Pacific Time

Class chats will be held each week between 5:00 to 6:00 p.m...the length of each chat will vary but we will follow class lecture notes that will be posted on each module. You are NOT required to attend, but you are required to listen to the archived chats. We will, from time to time, offer chats at later time slots--depending on class response. Questions for the midterm will also come from chat lectures and we will have guest speakers on our chats.

The Brand Analysis Project

There will be your major project which is divided into two parts – one in the first half, one in the second. Students must select their project company or organization by Class #2.

You will select a brand of your choice and you will be provided a detailed outline by the instructor. All students will perform a "brand audit" on the selected brand. These audits will teach the student to evaluate both the internal and external environments surrounding brands and prepare a report of your findings and conclusions. **This is absolutely essential in the research phase.** Students may do the Analysis on their own company or from a list of industries/companies provided by the instructor.

Each student is required to utilize the free survey programs (such as SurveyMonkey.com) for primary research as well as to conduct intercept, e-mail or telephone surveys if appropriate. This is encouraged since it will give students the first-hand experience of conducting primary research on their topic.

Brand projects to be completed by Class #11

We will follow the syllabus for the most part – with the understanding that events and/or changes might be required by the instructor. Extensions are sometimes granted to students who are faced with delays caused by travel or family/business events. However, all grades are final within two weeks of the class closing.

Chats, current events: **Each week we will discuss on our Chats** -- current events that impact the world of brands and marketing. This is a major part of the teaching format – and it remains one of the most popular formats within the marketing class options. Chats contain guest speaker presentations, brand case studies and issues that are not contained in the weekly Lecture notes that are posted on Canvas each week.

✓ Evaluation

Criteria

GRADING CRITERIA

All assignments will be evaluated on the following criteria:

- evidence of learning;
- depth of critical analysis;
- reference to relevant issues and materials in the readings;
- organization and thoroughness;
- well-argued case;
- delivery effectiveness;
- spelling and grammar;
- academic integrity
- including the absence of plagiarism and copyright infringement

Assignments should demonstrate that you have analyzed the key issues in the course and texts, and are thinking critically about them. Assignments should be logically presented, adequately supported, and carefully reasoned. Moreover, you should exhibit a thorough understanding of relevant and appropriate marketing concepts, models and terminology in each assignment. In other words, ensure that your assignments indicate that you have identified the relevant marketing concepts relating to the assignment and then appropriately applied them. This applies to both written and oral assignments.

Breakdown

The following is the grading criteria.

4.0 or 3.7

(A): Outstanding. The student displayed exceptional grasp of the material, frequently with evidence of intellectual insight and original thought.

3.3 or 3.0

(B): Excellent. Work demonstrated a thorough grasp of the material with occasional errors and omissions. Assignments were thoroughly and completely done, with careful attention to detail and clarity and with evidence of intellectual insight.

2.7, 2.3, or 2.0

(B-, C): Acceptable. The quality of work was acceptable, meeting minimal course standards, but was not exceptional. Performance on examinations and other assignments was satisfactory and demonstrated that the student was keeping up with the material and attending to detail.

Grade	Range	Notes
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Grade	Range	Notes
A	95-100	4.0
A-	90-94	3.7
B+	90-87	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
F	0-69	0.0

* Course Policies

Class Rules and Notes

- **Late papers of more than 1 day** will be down-graded each day by one-half grade unless arrangements are made in advance with instructor. Please take note of this. I am usually very tolerant of student delays – but not when students fail to notify me in advance. In other words – let me know when you have a problem.
- **Turnitin.com** – is a new program that you will be subject to during the course. All students will have their work reviewed by this program that will determine how much of your work is copied and how much is original. Cut & Paste will be allowed on some sections of your project – but in sections requiring original creation, “C&P” will not be acceptable.
- **All assignments will be on Canvas.** You will be able to review other student work for each assignment with deadlines posted.
- **Any changes in course assignments or Chat times,** will be posted on Announcements on Canvas’s class home page. Instructor usually sends all announcements via email to students in advance.
- **Class chats --** are held each Monday at 5:00 p.m. unless otherwise noted. A review of current brand events will be one of the topics along with the key elements of the class syllabus. You are not required to attend, but you are required to listen to the chats, which are only archived for two weeks on Canvas.

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary

aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu. For complete information see: <https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp> (<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support> (<https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on Help (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Schedule

When	Topic	Notes
Online Class #1	Introduction to Brand Management Why Brands matter Strategic brand management	<p>Chat at 5:00 p.m. each Monday; time may fluctuate depending on student and instructor schedules.</p> <p>Chapter 1 Lane & Keller</p> <p>The Brand is Me assignment Evaluating the "self" as a brand...involves analyzing your brand from the perspective of your associates, friends, family. Required research using survey monkey.com. Due Class #3; post on Canvas</p>
Online Class #2	Developing brand strategies Review of class project	<p>Lane & Keller, Chapters 2-3</p> <p>Turn in your Project company brand post on Canvas</p> <p>Begin work on Brand Analysis Project; Research is key</p> <p>Conduct your research for Brand is me. Remember to use Survey Monkey -- that is a requirement. Outside research. Your Brand resides in the minds of others.</p>
Online Class #3	Brand elements, building brand equity	<p>Review Lane & Keller Chapter 4</p> <p>Organizational Associations;</p> <p>Post brand is Me on Canvas</p> <p>Continue research on Brand project.</p>
Online Class #4	Designing brand programs Brands vs. Private Labels Case study Individualizing customers	<p>Review Lane & Keller Chapter 6</p> <p>Work on Top 10 Brands</p> <p>How do you grow a premium brand.</p>

When	Topic	Notes
Online Class #5	Building brand equity, and use of IMC principles	Review Chapter 6 Post Top 10 Brands on Canvas Developing Brand ROI and measuring brands Project review. You may submit to instructor your preliminary drafts;
Online Class #6	Review of Class work;	Post first sections of Brand Project for review (not graded) Review Lane & Keller, Chapter 7
Online Class #7	Should you take your brand to where the action is? Brand extensions	Review Lane & Keller Chapter 9
Online Class #8	Developing brand equity, brand performance	Post on Canvas -- Brand Survey Review Lane & Keller Chapters 9 and 10 Review Midterm results; Review project progress --
Online Class #9	Measuring brand equity; naming strategies, monitoring trademarks	Review Lane & Keller Chapters 11 and 12 Work on Brand Project
Online Class #10	Managing brands over time; branding online; social media building new online brands	Review Lane & Keller Chapters 13-14 Work on Brand Project Recommendation: If you need to get a review before handing in your project, please send to instructor; will review; Also, if you have any issues regarding making deadline (Class #11) then you need to contact instructor ASAP.
Online Class #11	Final review; why brand management remains management's most critical responsibility	Brand Project posted on Canvas. Please note -- projects must follow the outline in the Brand Plan, Use single space. serif face; proof, and must be in a professional format. Thank you.