MARKETING 559: BRAND MANAGEMENT

PROFESSOR: Melanie DePaoli
Office: Piggott
Phone: 425.440.1099
Email: DepaoliM@seattleu.edu

CLASS MEETING: Tuesday’s 6:00-8:40 p.m., SU Piggott

OFFICE HOURS: Before class and by appointment. Scheduled chats through Canvas is also an option.

TEXT & READINGS:


Cases and any additional readings will be available on this course’s space on Canvas.

COURSE OVERVIEW:

Brand Management is the art and science of creating brand value for the customer, and thereby building a long-lasting relationship between the brand and the customer. It requires taking a cohesive, integrated, and long-term view to building brand value and focusing on the key marketing strategies and techniques for reinforcing the distinctive positioning of the brand towards its target segments. Building, reinforcing, and/or revitalizing brand equity involves innovative approaches to focusing on a key target segment(s), providing the identified target with a differentiated value or benefit, creatively delivering the value through the synergized elements of the marketing mix and brand touch points, and evoking a positively distinctive persona or identity for the brand.

MKTG 559, Brand Management, is an MBA elective course for students who have determined a focus on marketing within the MBA program. The course focuses on understanding organizational-level branding decisions, with a particular emphasis on consumer-level psychological principles that influence the success of branding. It will also provide opportunities to apply branding concepts to businesses via case study and a team “brand audit” project.

It will be important to read the assigned readings and/or cases prior to the class session in which they are discussed. They are critical to the success of this course and your comprehension of course material.

GRADING: Your grade will be determined on the basis of these components, totaling 1000 points:

- Brand Case Study – individual write-up and lead online discussion 250
- Class participation & current events in branding 200
- Exam (one mid-quarter) 150
- Brand audit project (counts as final exam)– group write-up and presentation 300
- Performance within your project group 100
BRAND CASE STUDY – INDIVIDUAL:
This assignment will give you a chance to apply your brand management learning to a specific company and its situation. For your assigned case, you’ll need to read the case then type out your thoughts about each discussion question provided for the case. You’ll also need to pose and answer your own question. Aim for one page of writing for each question. On your assigned day, post your case study in Canvas as a discussion. You’ll need to share the answer that you came up with and be prepared to help lead the case discussion, respond to questions from class members, and make recommendations.

For the cases you’re NOT assigned, you’ll still need to read and consider the issues ahead of time. You are also expected to engage with other students and their case studies when posted.

BRAND AUDIT PROJECT:
Students will be grouped into teams and are to research and analyze a brand of their choice. No duplication of brands is allowed. Therefore approval by the professor is mandatory in order to reserve your choice. Each final paper will likely be 15-20 pages long, double spaced, and must contain a complete works cited page. All information should be current and pertinent to the brand’s positioning.

The paper should include the following topics.

1. Identify all the brand elements and attributes of the brand. (Consider also the marketing mix and marketing activities that differentiate and establish the brand.)
2. Chart the brand’s growth during the past 5 years. Are there any major geographical or product areas of concentration presently? What are the brand’s plans for the future?
3. Who are the brand’s major competitors? Assess your brand’s POPs and PODs (include a positioning map). How does each main competitor brand compare to your chosen brand?
4. Conduct an analysis of the company’s understanding of the consumer base.
5. Is the brand well positioned? Why?
6. What are the sources of brand equity for this brand? Does its stand on CSR play a role?
7. What successes/errors has the brand made? What did they learn or not learn from these occurrences? Is this knowledge industry specific or can it be applied to other industries?
8. What suggestions would you make to management to build and manage equity?
9. What direction(s) or action(s) do you suggest management take in the short-term and longer-term future? Toward what goal(s)?
10. Propose a possible brand extension or brand modification that is supported by your findings as described in the audit.

An example of a brand audit is found on pages 287-293 in our text. This will be both a written and oral assignment. On the presentation due date, each group will give a presentation (20 minutes or less) of their findings, and then will field questions from the class. In addition to the written paper, an electronic and a hard copy of any slides used must be submitted to the professor. Also, each group should devise a one-page executive summary to be distributed to the professor and the entire class.

Your participation as a member of your project group will be assessed using an evaluation form (all group members will complete a form about the overall group functioning and the individual contributions of group members). This assessment will be included in your final individual score for the audit project.
CLASS PARTICIPATION:
Attendance in this class will be noted, but more importantly, you should be an active participant in the class. Being physically present is not enough! Your learning experience in the class will depend on the level of preparedness you bring to the class and your level of contribution. Contributing to the class through active listening, posing questions, and offering examples will help to maximize your experience in the class. Everyone should be prepared to answer and ask questions about the material and share examples that you have encountered in your professional life or in your everyday consumer interactions with the marketing field and brands. Class members are expected to come to class prepared to be a courteous, thoughtful, and active participant each day.

Current events in branding:
In addition to studying branding cases in the text, we will spend some time discussing branding decisions and challenges currently facing companies around the globe. Your task this quarter is to find evidence of branding decisions making the news. These assignments will serve to foster an appreciation of the crucial decisions facing firms in a fast-paced and competitive market arena. Your sources of information may include print and online newspapers and periodicals such as Seattle Times, NYTimes, Newsweek, The Wall Street Journal, BrandChannel and BusinessWeek.

Three times during the quarter, you will select an article of interest and write a one-page explanation of its relevance to brand management and the concepts covered in the course. We will take time in class to share these findings. You will turn in the article and your one-page assessment—these assignments account for 50 points of your participation grade in the course. Spread this out during the quarter: bring an example to week 2, week 5, and week 8.

EXAMS:
There will be one exam in this course. The exam will be based on a case analysis—case material will be provided and you will respond to questions about how concepts and ideas we’ve covered in class could be applied to the particular case. More details about the exams will be provided once the quarter is underway.

COURSE POLICIES:
- Unless otherwise specified, all work to be handed in is to be completed individually and must use at least 1.5 spacing, font size at least 11, with at least 1-inch margins on all sides of the page.
- All work handed in should be your best work—assignments will be evaluated for content, of course, but also for clarity, organization and appropriate use of headings, readability, and professionalism (i.e., proper spelling, grammar, layout).
- Turning in assignments late is discouraged—late assignments would be marked down automatically.
- The initial course schedule is attached—you are responsible for it and for any changes to the schedule that may be announced in class or posted on Canvas.
- You are welcome to bring your computer to class with you. Likewise, all other electronic devices should be ‘off’ or in ‘silent’ mode during class. If you are expecting an important message or call during our class, let me know and we’ll make necessary arrangements for that class.

SEATTLE UNIVERSITY POLICIES:
Disabilities: If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Honesty: Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Punishment for dishonesty ranges from a zero for the specific assignment to expulsion from the university. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: [www.seattleu.edu/regis/Policies/Policy_2004-01.htm](http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm). If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

CLASS SCHEDULE

Week & Topic Assignments

- Week 2—Jan. 13: Developing a Brand Strategy. Read chapters 2 and 3. **Current events article 1 due.**
- Week 3—Jan. 20: Brand Elements and Marketing Programs. Read chapters 4 and 5.
- Week 4—Jan. 27: Integrated Marketing Communications and Brand Associations. Read chapters 6 and 7.
- Week 5—Feb. 3: Measuring Brand Equity. Read chapters 8 and 9. **Current events article 2 due.**
- Week 8—Feb. 24: Managing Brands over Time and Boundaries. Read chapters 13 and 14. **Current events article 3 due.**
- Week 10—Mar. 10: In-Class Presentations—**brand audit final audit paper due**
- Week 11—Mar. 17: In-Class Presentations—**peer evaluations of group performance due**

*Note: Any changes to this syllabus will be announced in class or posted on Canvas.*