



## MKT 355 - Management of Brand

### **Basic Information:**

<b>Instructor Name</b>	
<b>Home Institution</b>	
<b>Instructor Title</b>	
<b>E- Mail</b>	
<b>Home Office Phone Number</b>	
<b>Office</b>	TBA
<b>Office Hours</b>	TBA, and by appointment

### **Course Description:**

This course is aimed at anyone with ambitions of a career in marketing and/or professionals who are looking to use brand and product management to enhance the products in the company. A company's brand will often be amongst the most valuable of their assets. Even start-up companies and individuals need to be conscious of what their brand stands for. The "Brand Manager" in a large company is responsible for the maintaining and growing the value of the company's brand. This course prepares student for this role, for "products" that may be a good or a service, a tangible or an intangible. Industry standard brand metrics are used as an introduction to practical measurement and management and the course advances to the theory of brand equity, points of parity and points of difference.

### **Required Course Materials:**

<b>Textbook</b>	<b>Edition</b>	<b>Author</b>	<b>Publisher</b>	<b>ISBN-10</b>
Aaker on branding. 20 principles that drive success.		Aaker, D. A.	New York: Morgan James Publishing	1614488320
Link to e-book purchase address: <a href="https://www.amazon.com/Aaker-Branding-Principles-Drive-Success/dp/1614488320">https://www.amazon.com/Aaker-Branding-Principles-Drive-Success/dp/1614488320</a>				

### **Course Hours:**

This course consists of 18 class sessions, 1 field trip and 4 discussion sessions. Each class session is 150 minutes in length; each discussion session is 150 minutes in length; the field trip is 300 minutes in length. Classes normally meets from Monday to Friday. This course has 72 contact hours in total. Final exam will be on 26th Jan, 2019.

### **Year Level:**

The 3rd year.

### **Prerequisite:**

(List if there is any; List "None" if the course has no prerequisite)

None





**Course Schedule:**

Week	Session	Day	Topic (s)	Chapter(s)	Homework
Week 1	2 Jan, 2019	W	Orientation		
	3 Jan, 2019	TH	Using history and key concepts to understand branding	1	Tutorial Activity
	4 Jan, 2019	F	The 10 C.O.M.P.O.N.E.N.T.S	2	Tutorial Activity
	5 Jan, 2019	SAT	Understanding the brand offer	6,7&8	Tutorial Activity
Week 2	7 Jan, 2019	M	The brand vision and narrative (Part 1)	3	Tutorial Activity
	8 Jan, 2019	T	The brand vision and narrative (Part 2)	4	Tutorial Activity
	9 Jan, 2019	W	The brand vision and narrative (Part 3)	5	Tutorial Activity
	10 Jan, 2019	TH	Finding the best position	9	Tutorial Activity
	11 Jan, 2019	F	<b>Mid-semester exam</b>		
Week 3	14 Jan, 2019	M	Designing Marketing Programs to Build Brand Equity (Part 1)	10	Tutorial Activity
	15 Jan, 2019	T	Designing Marketing Programs to Build Brand Equity (Part 2)	11	Tutorial Activity
	16 Jan, 2019	W	Designing Marketing Programs to Build Brand Equity (Part 3)	12	Tutorial Activity
	17 Jan, 2019	TH	Brands growth and revitalization (Part 1) - Threats to brand relevance and the role of line and brand extensions	18	Tutorial Activity
	18 Jan, 2019	F	<b>Field Trip (5 hours)</b>		
Week4	21 Jan, 2019	M	Brands growth and revitalization (Part 2) - The role of the marketing mix and secondary brand associations	16	Tutorial Activity
	22 Jan, 2019	T	Different types of brands - The importance of being first, or the market leader, or a challenger	5	Tutorial Activity
	23 Jan, 2019	W	Applications and implications from having an	6	Tutorial Activity





			understanding of brand performance measures		
	24 Jan, 2019	TH	Revision		Exam Preparation
	25 Jan, 2019	F	Reading Day		Exam Preparation
	26 Jan, 2019	SAT	<b>FINAL EXAM</b>		

### **Grading Policies:**

<b>Part</b>	<b>Percentage</b>	<b>Points</b>
Attendance	5%	5
Tutorial Participation	5%	5
Homework	10%	10
Mid-Semester exam	15%	15
Group Project	25%	25
Final Exam	40%	40
<b>Course Total</b>	<b>100%</b>	<b>100 Points</b>

### **Grade Distribution:**

<b>Letter Grade</b>	<b>Grade Points</b>
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

### **Academic Integrity**

SCP expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

### **General Principles**

SCP is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.





### **General Disciplinary**

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

### **Disciplinary Actions for Specific Offenses**

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

#### **Falsification of documents:**

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

#### **Dishonesty in course requirements:**

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

#### **Final assignment:**

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from SCP.

