

Marketing
Course Number: 29:630:498
Course Title: Brand Management

COURSE DESCRIPTION

This course addresses the nature of Brand Management in the 21st century – the challenges and skills needed to run a branded business within the framework of a corporate environment. Many of the topics and issues discussed will have relevance whether the brand is one of many in the organization or just a single brand organization. The approach of this class will be from a classical brand management perspective, starting with an understanding of what a brand is, what it stands for, it's positioning for maximum impact in the marketplace, and a more in depth analysis of the traditional Marketing Mix elements. The course will utilize a combination of lectures, discussion, field work and role-playing.

COURSE MATERIALS

Strategic Brand Management: Keller/Swaminathan

ISBN 10: 0-13-489249-6

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COURSE PHILOSOPHY

The purpose of this course is to provide you with an overview of Brand Management. Brand Management is a fascinating subject area and even if this is not your career goal the skills and processes in managing a specific brand will benefit virtually everyone. My background includes significant time in the brand management system and it has provided me a strong basis throughout my career. No matter what your major or future career path, you should be able to apply much of what you learn in this class. The class format is modified lecture/seminar. What this means is while technically a lecture course **I HEAVILY ENCOURAGE CLASS DISCUSSION** (No one should have to listen to me exclusively and I really do not want to talk all that time).

Learning is an interactive process and as consumers (and students) each of you should provide insight and examples drawn from your own experiences. Please focus any and all conversation to the full class after being recognized. As I'm sure each of you can appreciate side conversations should not be held during

class time, and especially within a large group can be extremely disruptive. I personally thank you for this courtesy.

However we may have a very large class and at times this will force me to limit discussions and not **pick everyone who may have a comment**. **So please raise your hand before speaking and wait to be called upon-** and please be courteous to others, as you would like them to be to you. **I will do my best to include all relevant questions and comments as part of our discussion. I may ask you to hold a thought if I feel it will better fit in elsewhere or will be answered soon - but do ask questions. Your participation is an important component in your grade. This is one class where you do want the Prof. to know who you are.**

Remember to bring your name sign to every class so I can easily identify you and get to know you (with large classes this is difficult but I do try so please assist me by bringing those signs).

I want you to do well in this class. However, you have to put forth the effort. To improve the quality of class discussions and your comprehension of the material **you must read the assigned articles (and other material) prior to class. This is a requirement and your responsibility (and you will get much more out of class if you do this in advance)**. I come to class prepared and I expect you to do the same.

Instructor's Expectations of Students: I expect you to be committed to learning about marketing and fulfilling course obligations. **In fact in this class we are all Brand Managers and I will be asking you questions as though you are the marketing manager so be prepared to think as a marketer.** I want you to leave this course equipped with marketing knowledge that you can utilize in the future. Your commitment in this class is apparent to me in the following ways:

- 1) Come to class prepared (completed assigned readings, review notes)
- 2) Attend class regularly, **on time**, and stay for the entire class period (attendance taken at all classes)
- 3) Be aware of any changes and updates made to the syllabus and/or assignments
- 4) Actively participate in class (ask questions, contribute to the class discussion, pay attention)
- 5) Ask me questions when you are unclear about a topic or want to explore an area in more detail
- 6) Have integrity! (Do not plagiarize your assignments or cheat on quizzes and/or tests! - at Rutgers this is cause for failure – nuff said!!)

Students' Expectations of the Instructor: Just as I have expectations for you, I want you to know that I am also committed to your education.

- 1) The class will be informed and updated on the direction of the course
- 2) Be prepared for class, beginning and ending on time
- 3) Return assignments/tests back to you in a timely fashion
- 4) Facilitate open discussions and encourage questions
- 5) Be available to you when you have problems, questions, and suggestion

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

Academic Integrity Policy. Academic dishonesty includes: cheating, plagiarism, falsifying information, multiple submissions, complicity, and interfering with another student’s work. **LACK OF UNDERSTANDING OF WHAT CONSTITUTES PLAGIARISM WILL NOT BE ACCEPTED AS AN EXCUSE FOR IT.** If I have determined that one or more of the above academic violations have occurred you will either receive a 0% for a test/assignment, a reduced grade in the class, an “F” in the class, a letter in your permanent file, and/or a recommendation for academic probation. The seriousness of the violation will dictate what course of action I will choose.

“Honesty is the best policy.”-Anonymous

Recent events in the business world (Enron, Tyco, Madoff, etc.) attest to the importance of “doing the right thing.” Unethical behavior is typically not a one-time occurrence—it is a pattern. Furthermore, it is a reflection of your character. Plagiarism and cheating will come to haunt you (whether you get caught or not). Be proud of grade, your future diploma....BE HONEST!!!

Extra Credit. Extra credit will not be offered in this class through additional projects and/or completing research surveys. **Do not count on an extra credit opportunity.**

ATTENDANCE AND PREPARATION POLICY

Attendance: Regular attendance is both expected and considered necessary for adequate completion of the course. Attendance will be taken each class promptly at start of class. If you are fifteen minutes late to class (according to my watch) or leave early (without an approved excuse) you will be counted absent. You are responsible for all material covered in class or assigned, regardless of the reason for absence. You are given one unexcused absence. After this initial unexcused absence a deduction of **5%** may be made to your **final** grade for each class absence. There is **NO CAP** on the amount of points that will be taken from your grade (If you miss 3 classes, you will have 10% taken from your final grade average). **If you miss 5 classes you will automatically receive an F (failing grade).** For frequent absences, missing a test, paper due date, and/or the group presentation which is mandatory an official excuse from the Dean’s office may be necessary. Please remember that if you are missing a lot of classes your participation grade will be quite low.

The following is a list of approved absences (with **original/not copied** documentation that includes the dates missed in class):

1. Student's illness
2. A serious illness in the student's *immediate* family
3. Death in the student's *immediate* family
4. University-related trips (with prior notification)
5. Religious holidays (with prior notification)
6. Court subpoena (with prior notification)

Work related excuses, weddings, other family events, a family vacation, or social event, etc. are not approved absences. Neither are club or fraternity events as these are beyond academics.

Participation: Part of your responsibility as a student is to ask questions or make (constructive) comments during class. Class participation is not the same as class attendance and as such regular attendance alone will not guarantee you a good participation grade. It is extremely important that you come to class fully prepared to participate and contribute to discussions. Participating in class makes the class more enjoyable not only for you, but also for the other students in the class so SPEAK UP!

If you do not participate in class you will receive a 0 for this class component. I do reserve the right to increase attendance and participation beyond the 20% allocated in the case of "very" borderline grades.

If you are not satisfied with the grades you are receiving throughout the term please see me ASAP. I rarely change graded assignments—but together we will hopefully create effective strategies to improve your grades. Don't wait until the end of the term to talk to me about any problems (group project, personal, etc.).

Final grades are **nonnegotiable** (unless of course, a mathematical error has occurred). I will not release grades early.

For this course the following guidelines will be utilized to determine all term grades.

- Grade will be comprised of three major elements:
 - 3 Papers – 45 points
 - Term Project Grade for written and oral presentations – 35 points

- Attendance and Class Participation (a number of in class exercises and role plays are planned and active participation in these is a critical requirement of this course) – 20 points
 - Perfect attendance will receive a 1 point bonus – but must be 100% perfect- no exceptions so please don't ask (1 point may not seem like a lot but it can make the difference)
- Grading Scale:
- o A 94-100
 - o B+ 88-93
 - o B 83-87
 - o C+ 78-82
 - o C 70-77
 - o D+ 68-69
 - o D 65-67
 - o F <65
- All grades will be calculated by the Professor using these grading elements
- Missing classes will negatively affect your grade as mentioned elsewhere in this syllabus
- Class Participation will be an additive factor in determining grades, especially in those “borderline” cases

CLASSROOM CONDUCT

All cell phones/beepers need to be turned off when you enter the classroom. NO EXCEPTIONS!

Furthermore, sleeping, reading material (other than your textbook), text messaging, tweeting, surfing the net, checking Facebook or other social media, and playing games, etc. during class are also disruptive to classroom learning and **ARE UNACCEPTABLE- YOU WILL BE ASKED TO LEAVE AND WILL RECEIVE AN ABSENCE FOR THE CLASS AND LOSS OF CREDIT FOR THE DAY** If checking social media or surfing the net is what you want to do leave my class and do that elsewhere.

Consider this your personal warning and know I am very serious about this point. Multiple times recently students were “asked” to leave class and were noted in my records for using their phones or laptops inappropriately during class. I will ask you to leave and will expect you to do so quietly and without discussion. If you break this rule expect for your final grade to be negatively impacted! If you break it twice expect to receive a non-passing grade. Yes, I am that serious, so ask yourself if checking that Facebook update is really worth it!

Additionally, though this has never yet happened if I deem your classroom behavior to be overly disruptive I will ask you to leave the classroom. If this occurs, you will receive an unexcused absence for that day. Excessive talking and/or disruptive behavior are not only VERY disrespectful to me, but also to your fellow classmates. This same quality of respectful behavior is expected during all presentations and other class exercises.

INSTRUCTIONS FOR TURNING IN WRITTEN WORK

You must turn in your assignments during the class period and date noted in the course schedule. I will not accept late work on any preliminary assignments and **all assignments/submissions must be typed.**

1. You can only submit typed work
2. Use 12, times new roman font
3. Double space your work
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that's what spell check is for) and grammar!
6. Use correct citation (APA or MLA form). This includes electronic sources.
7. Staple your work
8. Use one inch margins on all sides
9. **You must include the names of each group member and what role they played in completing the project.**
10. While plastic sleeves may make a presentation look nice, as a reader and grader they just get in the way of my writing comments which I do. So please no plastic page covers.

I am also certified to teach Language Arts and Social Studies to secondary school students. At their level some grammar and spelling errors are bound to occur. At the college level these are unacceptable. Your work reflects the care you put into it.

GRADING POLICY

Grading: The following provides an overview of the grading guidelines:

Three Papers

45%

Class project (separate handout)	35%
Attendance/Class participation/in class exercises/role plays	20%
Total	100%

Three Papers: In place of exams this course will require 3 short papers (2 pages in length typed). Papers must be submitted on due dates (late papers will have grades reduced one step for each day late, so plan appropriately). Grades will be on a maximum 20 point scale so the 3 combined will equal 45 points. Subjects will be provided 2 weeks before due dates. See class schedule for due dates.

Major Paper: In team format you will be required to write a brand marketing plan for a real, existing product. This assignment is described in a separate handout.

Instructions for Turning in Written Work: You must turn in your assignments during the class period and date noted in the course schedule. I will not accept late work.

1. You can only submit typed work
2. Use 12, times new roman font
3. Double space your work
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that's what spell check is for but don't just rely on it as it often makes mistakes so proof read well) and grammar!
6. Use correct citation (APA or MLA form)

Contacting me. Email is the easiest and fastest way to reach me. **When you email me you need to put the following in the subject line: Rutgers Brand Management: (Your Name).** Unfortunately, I get Spam and do not open emails that I do not recognize- SO MAKE IT EASY FOR ME TO RECOGNIZE YOUR NOTE. I will typically respond to your email within 24 hours (except weekends as noted earlier).

Email: () or () I try to check email each day () to () and will try and reply to any notes within 24 hours (but there may be times I don't, so do not panic if I do not get back to you within 24 hours- sometimes I travel) - I generally do not check on weekends (but there can be exceptions to this as well)

COURSE SCHEDULE

Tentative Class Schedule

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Week	Chap.	Key Topics	Items	Articles Due this week (read before coming to class)
1	1	Review of Syllabus Brands and Brand Management		
2	2	What is a Brand, Why do brands matter	Project Teams Assigned	What is Marketing- HBS
3	3	Brand Challenges, Strategic Branding Process	Project companies submitted in writing – have a second and third choice – returned next class	What is Strategy- Porter The Origin of Strategy- Henderson
4	4,5	Consumer Equity	Project Companies returned- project Brand due next class Paper #1 Assigned	Marketing Myopia- Levitt
5	6	Positioning & Brand Building	Project Brands Due in writing (approved via email)	Rediscovering Marketing Segmentation- Yankelovitch/Meer
6	7	Science of Branding	Paper 1 Due	The Brand Report Card- Lane The Lure of Global Branding- Aaker/ Joachimsthaler
7	8	Brand Elements	Paper #2 Assigned	The Balanced Scorecard: Measures that Drive Performance – Kaplan/Norton The Core Competence of the Corporation- Prahalad/Hamel

8	9, 13	Marketing Mix Elements- Product	Warner-Lambert Case Study Competition next week- read case in advance of class	Scanning The Periphery – Day/Schoemaker Selling to the Moneyed Masses – Nunes/Johnson/Breene
9	10	In Class Case Competition	Warner-Lambert Case Study	
10	11	Marketing Mix Elements- Price	Paper 2 Due	Pricing and the Psychology of Consumption- Gourville/Soman Mind Your Pricing Cues- Anderson/Simester
11	12,	Marketing Mix Elements- Channel	Paper #3 Assigned (note this paper serves as the final for this course)	The Customer has Escaped – Nunes/Cespedes
12	14	Marketing Mix Elements- Promotion	Note: CCM does not meet w/o ()	Getting the Most out of Advertising & Promotion- Abraham/Lodish
13	15	Integrated Marketing Communications		Creating a Market-Driven Organization- Day
14		Group Presentations – attendance mandatory	Written Projects Due : NO EXTENSIONS SO PLAN ACCORDINGLY	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]