BUILDING AND MANAGING BRAND EQUITY
MAR 6335
Module 2, Fall 2017

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Office Hours: Monday & Wednesday, 2:00—3:00pm, or by appointment

COURSE OBJECTIVES

This course is devoted to the management of brand equity, i.e., the value of the brand to the organization. Specific topics to be covered include defining and measuring brand equity, branding a service, launching a new brand, brand positioning, building and leveraging a brand, strategic brand management, and brand extension.

COURSE MATERIALS

1. Business Cases and Selected Readings (required coursepack is at Target Copy Center)
2. Lecture Notes (posted on website)
3. Recommended but <u>not</u> required: Kevin Keller, *Building, Measuring, and Managing Brand Equity, 4/e,* 2013

COURSE FORMAT/CLASS CONDUCT

Learning in this course will be achieved through a mix of lectures and analyses and discussion of business case studies. Students must actively participate in case study and related discussions in class, whether as individuals, designated speakers, or members of project teams. Thus, timely preparation of readings, case analyses and homework assignments is required. The issues discussed in the course typically require both qualitative and quantitative analyses (e.g., economic cost-benefit, financial and market research data analyses). To facilitate active attention and participation, **all laptops will be closed and cellphones stowed during lectures and discussions**. Students' name cards must be displayed in the slots provided on the desktops.

ASSIGNMENTS/STUDENT TASKS

1. **Readings**

   Students are expected to complete all assigned readings by the scheduled dates.

2. **Case Analyses and Discussions**

   Several cases will be discussed in class during the course. The titles of these cases and class sessions when they will be discussed are indicated in the schedule. Students are expected to read and analyze assigned cases carefully and be prepared to discuss them on the assigned dates. To assist you in your preparation, "discussion questions" for each case are provided. In your preparation of the case, you should confine yourselves to the information provided in the case, as well as the time frame of the case. It is not necessary, or even desirable, to consult outside sources such as the World Wide Web. All cases require that each student be thoroughly prepared in order to maximize learning and her/his contributions to class discussion.

3. **Individual Written Assignments**

   The two individual written assignments must be submitted before the corresponding class sessions. Please note the due dates in the schedule. Assignments must be submitted via the course website on e-learning (http://lss.at.ufl.edu/). Print a copy of your answers to refer to in the class discussion. **Note that these assignments are to be your independent work.** You should not discuss the assignments with other members of your team. Failure to submit an assignment by the due date will result in a grade of zero for that assignment.

4. **In-Class Team Assignments**

   Two in-class team assignments occur during the semester. These assignments will be described in more detail during the class sessions in which they are embedded. To receive credit for these team assignments, each student on the team must be present in class to participate.

5. **Brand Audit Project (to be submitted by teams)**

   Students will work in brand management teams to conduct a brand audit of a leading brand. Each team must study a different brand. Brands must be submitted to the instructor for final approval. In the event that two or more teams submit the same brand, brands will be assigned to teams on a first-come, first-serve basis.

   The brand audit is an in-depth examination of the brand. The goal of the brand audit is to assess the sources of brand equity and suggest ways to improve and leverage that equity. The brand audit is comprised of the *brand inventory* (a comprehensive summary of the firm's marketing and branding program), the *brand exploratory* (an in-depth analysis of consumer perceptions of the brand), and the *brand strategy*. Typically, the information needed to complete

the brand inventory can be found on the company website, in trade publications, in company annual reports, 10-K filings, and, occasionally, interviews with company executives. To construct the brand exploratory, students conduct their own primary data collection in the form of (a) web, and (b) qualitative research (see the last two pages of this syllabus for more detail). After developing a detailed description of how the consumer views the brand in the brand exploratory, the final task is to provide strategy recommendations concerning how the brand should be managed. How can brand equity be built and/or how can it be effectively leveraged into new product categories?

6. **Course Grading**

Two individual written assignments—10% each (20%)
Two In-class team assignments—5% each (10%)
Brand Inventory Report—15%
Brand Exploratory & Strategy Report—20%
In-Class Final Exam—20%
Class participation—15%