

Brand Management and Integrated Marketing Communications

Course Schedule

All classes meet on Tuesdays and Thursdays from 4:15-5:45, unless otherwise noted.

All cases are found in the coursepack

Aaker = Building Strong Brands (1996) by David Aaker

Holt = How Brands Become Icons (2004) by Douglas Holt

Scott = The New Rules of Marketing & PR (2007) by David Meerman Scott

Wipperfurth = Brand Hijack (2005) by Alex Wipperfurth

[Module One](#) || [Module Two](#) || [Module Three](#) || [Module Four](#)

| DATE | TOPIC | READINGS/ASSIGNMENTS |
|-------------------------|--|--|
| <i>Module 1:</i> | <i>Brands, Brand Equity, and Brand Management</i> | <i>Aaker</i> |
| Session 1 | The Power of Brands | |
| Session 2 | Creating Brand Identity and Brand Personality | Saxonville Sausage Company |
| Session 3 | Consumer-Brand Relationships and Brand Loyalty | Exploring Brand-Person Relationships: Three Life Histories |
| Session 4 | Strategic Brand Analysis | UNICEF |
| Session 5 | Managing Brands Over Time | J&B |
| Session 6 | Leveraging Brands via Extension | Mountain Man Brewing Company: Bringing the Brand to Light |
| <i>Module 2:</i> | <i>Crafting the Brand Story</i> | <i>Holt</i> |
| Session 8 | Crafting the Brand Story | Vans: Skating on Air |
| Session 9 | Cultural Branding | The New Mini |
| Session 10 | Social Mission Branding | Better World Books |
| Session 11 | Cause Related Marketing | (PRODUCT) RED |
| <i>Module 3:</i> | <i>Communicating the Brand</i> | <i>Scott</i> |
| Session 12 | Integrated Marketing Communications | Charles Schwab & Co., Inc.: The "Talk to Chuck" |

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| | | Advertising Campaign |
| Session 13 | Advertising | Mountain Dew: Selecting New Creative |
| Session 14 | Traditional vs. Non-Traditional Marketing Communications | G.I. Joe: Marketing an Icon |
| Session 15 | Building Brands in Web 2.0 | UnME Jeans: Branding in Web 2.0 |
| <i>Module 4:</i> | <i>Consumers as Authors of Brand Communications</i> | <i>Wipperfurth</i> |
| Session 16 | Tapping into Brand Communities | Building Brand Community on the Harley-Davidson Posse Ride |
| Session 17 | Brand Community Meaning Making | Porsche: The Cayenne Launch |
| Session 18 | Open Source Branding and Consumer Generated Brands | Slanket: Responding to Snuggie's Market Entry |
| Session 19 | Course Wrap: Bringing it all Together | Dove: Evolution of a Brand |