

**MGMT 231 Creating Brand Value**  
*SPRING 2013*

**Course Schedule**

DATE	TOPIC	READINGS/ASSIGNMENTS
<i>Module 1:</i>	<i>Brands, Brand Equity, and Brand Management</i>	
Session 1	The Power of Brands	OL: Course Syllabus TB: Chapter 1 Brands and Brand Management CP: Keinan and Avery "Understanding Brands"
Session 2	Claiming Brand Meaning and Brand Personality	TB: Chapter 2 Customer-Based Brand Equity TB: Chapter 3 Brand Positioning, pp. 97-125 ECR: Batey "Brand Meaning: Definitions and Directions" Handout: Aaker "Beyond Functional Benefits"
Session 3	Creating Brand Identity	TB: Chapter 4 Choosing Brand Elements to Build Brand Equity OL: Lindstrom "You May Love the Logo, But It's a Dying Breed" OL: Morris "The Lost Art of Writing the Sticky Tagline" OL: Buchanan "New Laws of the Jingle"
Session 4	Conceptualizing and Measuring Brand Equity	TB: Chapter 9 Measuring Sources of Brand Equity TB: Chapter 10 Measuring Outcomes of Brand Equity" TB: "Young & Rubicam's BrandAsset Valuator"
Session 5	Managing a Portfolio of Brands	TB: Chapter 11 Designing and Implementing Branding Strategies pp. 473 ECR: Joachimsthaler "The Brand Relationship Spectrum"

		ECR: Hill, Ettenson, and Tyson, "Achieving the Ideal Brand Portfolio" HBR: Ritson "Should You Launch a Fighter Brand?"
Session 6	Leveraging Brands via Extension	TB: Chapter 12 Introducing and Naming New Products and Brand Extensions HBR: Aaker "Should You Take Your Brand to Where the Action Is?" HBR: Reddy and Terblanche "How Not to Extend Your Luxury Brand"
Session 7	Repositioning Brands	CP: Eileen Fisher Case
Session 8	Managing Brands Over Time	TB: Chapter 13 Managing Brands Over Time ECR: Keller "Managing Brands for the Long Run" HBR: Rust, Zeithaml, and Lemon, "Customer Centered Brand Management"
Session 9	Managing Heritage Brands	CP: Burberry Case
Session 10	Killing and Resurrecting Brands	OL: Kumar "Kill a Brand, Keep a Customer" OL: Levy "Dead Brands Rise Again" OL: Sullivan "Believe in Yesterday"
<b>Module 2:</b>	<b>Consumers and Their Brands</b>	
Session 11	Consumer-Brand Relationships and Brand Loyalty	OL: Fournier "Three Women and Their Brands: Jean, Karen, Vicki" 3 Mini Cases ECR: Avery "The Relational Roles of Brands"
Session 12	Customer Relationship Management	CP: Peapod Case

Session 13	Firing Your Customers	CP: Filene's Basement: Inside a Fired Customer's Relationship Case
Session 14	<b>EXAM #1</b>	CP: Mountain Man Brewing Company
<b>Module 3:</b>	<b><i>Crafting the Brand Story</i></b>	
Session 15	Creative Strategy	ECR: Blakeman "Creative Briefs"
Session 16	Creative Appeals: The Psychology of Humor, Fear, and Emotional Appeals	ECR: Pringle and Field "Why Emotional Messages Beat Rational Ones" OL: Rogovin "Why Spock Needs Kirk" ECR: Lindstrom "Let's Spend the Night Together: Sex in Advertising" HBR: Brown "Marketing to Generation ®"
Session 17	Crafting the Brand Story	ECR: Fog, Budtz, Yakaboylu "The Four Elements of Storytelling" ECR: Fog, Budtz, Yakaboylu "Storytelling in Advertising" ECR: Walker "Mixing it Up"
Session 18	Using Archetypes and Deep Metaphors to Write Your Brand Story	ECR: Batey "Archetypal Theory" CP: Keinan, Avery, Paharia "Capitalizing on the Underdog Effect"
Session 19	Cultural Branding and Identity Brands	ECR: Holt "What is an Iconic Brand?" ECR: Holt "How is Cultural Branding Different?"
Session 20	Changing the Storyline	CP: Birth of the Swatch OR CP: IKEA Invades America
Session 21	Anti-Branding	CP: Red Bull
Session 22	Social Mission Branding	CP: Pepsi Refresh Case

Session 23	“Not Just for Profit” Branding	TB: Chapter 11 pp. 473-480 CP: Better World Books Case
<b>Module 4:</b>	<b><i>Branding in Social Media</i></b>	
Session 24	An Introduction to Web 2.0	ECR: Parise, Guinan, Weinberg “The Secrets of Marketing in a Web 2.0 World” ECR: Bernoff and Li “Harnessing the Power of the Oh-So-Social Web”
Session 25	Building Brands in Social Media	OL: Aaker “Obama and the Power of Social Media and Technology” ECR: Tuten “Friendvertising: Advertising and Brand Building with Social Networks”
Session 26	Branding in Facebook, YouTube, and Virtual Worlds	CP: UnME Jeans Case CP: Fournier and Avery “The Uninvited Brand”
<b>Module 5:</b>	<b><i>Consumer Co-Creation of Brand Meaning</i></b>	
Session 27	Open Source Branding and Consumer Generated Brands	Wipperfurth Chapters 1, 2, 3
Session 28	Co-Creating the Brand Story with Your Consumers	Wipperfurth Chapters 4, 6, 8
Session 29	Viral Marketing and Stealth Marketing	CP: Gillin “Going Viral” OL: Kaikati and Kaikati “Stealth Marketing: How to Reach Customers Surreptitiously” OL: Stanley “A Place for Everything” in Brandweek 3/1/2010
Session 30	Tapping into Brand Communities	ECR: Dholakia and Vianello “The Fans Know Best” ECR: McConnell and Huba “Filters, Fanatics, Facilitators, and Firecrackers” OL: Colyer “The Fanatic: A Brand’s Best Friend?”

		CP: Vans: Skating on Air Case
Session 31	Managing Brand Communities	CP: Porsche Cayenne Case
Session 32	Managing Brand Crises	CP: United Breaks Guitars Case ECR: Tripp and Gregoire “When Unhappy Customers Strike Back on the Internet”
Session 33	Countering Counterfeits	OL: Nunes and Mulani “Can Knockoffs Knock Out Your Business?” OL: Gosline “Counterfeit Labels: Good for Luxury Brands?” OL: Norton “The Counterfeit Self: The Deceptive Costs of Faking It”
Session 34	The Dark Side of Branding	CP: Conley “The Future of an Illusion”
Session 35	<b>EXAM #2</b>	CP: Dove Case