

SUNY College at Old Westbury - School of Business
Department of Management and Marketing
Syllabus

Brand Theory & Strategy

BU 5880-001

Spring 2015 – Room NAB 1115

Mon. & Wed 2:50 – 4:30 PM

Dr. Barbara Olsen

Phone: 516-876-3328

Office 0065, Office hours 4:30-6:30

olsenb@oldwestbury.edu

Course Description: This course focuses on how brands are created and managed within the marketing process. Using an interdisciplinary marketing and social science perspective, we analyze the cultural system of brand building through which corporations and consumers engage in a creative process that generates value for both. Marketing practices for branding are evaluated through an assessment of product development; identity, image and personality integration with the marketing mix to generate brand equity.

Prerequisite: BU 3800

Course Objectives/Goals: The course is based on the realization that the most important asset a firm owns is its brand. The overall course objectives are to learn the ethical management of product development and brand positioning through optimal pricing, promotion and distribution decisions for anticipated consumer responses. Specific goals are:

- 1) To evaluate the management of the 4Ps to build brand equity;
- 2) To learn how to apply relevant theories and concepts to make better brand-related decisions;
- 3) To learn how managers help consumers form relationships with brands to build brand equity.

Assessment of Learning Goals: While the primary teaching mode is lecture format with discussion and analysis of current branding strategies, students learn how to apply brand theories through videos, case analyses, projects, discussions and exams. Assessment of goals are obtained through the following:

Re: Goal #1 – Comprehend readings for all dimensions of branding. Questions /5 assignments: to hand in for credit and for class discussion. Homework is designed to enhance students' comprehension of evaluating brand strategy toward building brand equity - (10% of the total grade). Assignments listed with an asterisk* next to the date in the Agenda indicate answering questions at the end of the chapters, cases or video critique. Students are expected to be active participants by contributing to the spirit of engagement which includes in-class collaborations.

Re: Goal #2 - Two exams 50% (25% each) and four quizzes 20% (5% each) will be used to assess the application of relevant theories and concepts to make better brand-related decisions.

Re: Goal #3 - Brand Strategy Project - 20% of the total grade with written and oral components. Ideally, team projects assess understanding how marketers create and manage brands through positioning strategies to create brand equity. Teams will choose their own brand to create.

Homework assignments are due at the beginning of class the day they are assigned. Type all assignments in 12 point Times Roman font with one-inch margins. Late homework will not be graded. It is important to read all assigned work before the class discussion. Course grading depends on preparedness to answer questions and contribute to the discussions in class.

TEXTS:

Contemporary Brand Management, Rosenbaum- Johansson & Carlson, Sage (2015)

Brain Tattoos, Karen Post, AMACOM- Am. Management Assoc. (2005)

Occasional extra handouts will be distributed in class

Grading:	<u>Requirement</u>	<u>Number</u>	<u>Value each</u>	<u>Total</u>
	Assignments (* in Agenda)	5	2%	10%
	Exams (midterm/final)	2	25%	50%
	Quizzes	4	5%	20%
	Term Project	1	20%	20%

Students should spend eight hours of outside reading a week on texts/ cases and project creation.

Course Requirements and Grading:

(1) Absences - More than four unexcused absences may result in failure. (2) Be on time for class as late entrance disturbs other students. Arriving after roll call will count as absent. (3) Do not bring food or eat in the classroom. (4) Cell phones must be turned off and put away unless used for website discussion. (5) Assignments - Typed assignments must be handed in at the beginning of class the day they are due or they are not counted. Taking notes on the reading material and during class discussion enhances retention. Bring current brand-related news to class for added discussion. (6) There are no make-up quizzes or exams without prior arrangement. (7) Academic honesty - Cheating and plagiarism are offenses that are not tolerated and can result in failure, probation, and suspension from the college (see the Integrity Statement you signed on entry to the School of Business).

Term Project:

The *Creating a New Brand* project assesses goal #3, regarding an understanding of how consumers form relationships with brands as marketers create and manage positioning strategies to build and enhance brand equity. The object of the project is integrating the JC text (especially Ch. 3-4) and Post's text (especially Ch.5) to create a New Brand Building Plan for the product of your choice. The project is worth 20% of the grade and is based on accomplishing the outline provided. If you are perplexed on what to develop, think about a skill you have or a service that your hometown could use (i.e., Your "Plan B" upon graduation – start your own company).

Pedagogy:

My philosophy toward teaching is that learning is a collaborative process in which we all profit from each other's curiosity. I incorporate several learning formats - lectures, films and topical readings for discussion as well as in-class workshops. I place a high value on class discussion for mutual benefit as we probe how marketing practices can empower our lives. We need to approach our future influence in this process with the greatest intelligence, ethical integrity and purposeful intention for a sustainable future. A bibliography includes further readings for this course and your enjoyment beyond.

Services for Students with Disabilities:

SUNY/Old Westbury is committed to assuring that all students have equal access to learning and extracurricular activities on campus. If you have, or suspect you may have a physical, psychological, medical or learning disability that may impact how you function academically and/or your access to activities on campus, please contact Dr. Lisa Whitten, Director of the Office of Services for Students with Disabilities (OSSD). She will determine whether or not you qualify for academic accommodations and arrange them with your professors if you do. The OSSD is located in the NAB, Room 2064. You can reach Dr. Whitten at 516-876-3009 or whittenl@oldwestbury.edu.

AGENDA * homework - due to hand in

Spring 2015

Agenda date reflects class discussions on the day that the * Assignments are completed to hand in or to be discussed in class, so come to class prepared: no makeup or late accepted

<u>Date due</u>	<u>Topic</u>	<u>Assignment</u>
January		
	Texts: Post - <i>Brain Tattoos</i> ; JC: <i>Contemporary Brand Strategy</i>	
1/21	Introduction – Syllabus – Texts, Assignments, Team Project,	Kleenex® discussion
1/26	Discussion Brand Relationships - get handout to fill out	Post Ch. 1 & 2
1/28 *	How Brands Work (1/26 handout homework due)	JC Ch. 1 Begin thinking about <u>Project Choices</u>
February		
2/2	Quiz #1 (Post Ch. 1 & 2; JC Ch. 1) Arrive on time, quiz will take first 20 min. of class	
	* “ Homework <u>discussion question #1 p. 22</u> ; In-class team workshop: WTC Case p.23-24	
2/4	“ “ In-class team workshop: Brand ID & Personality Venn Exercises p.25	
2/9	Brand Equity and Value	JC Ch. 2
2/11	“ “ In-class team workshop on discussion questions # 1,3,4	
2/16	<u>NO CLASS – President’s Day</u>	
2/18	Legally Protecting Brand Assets	Post Ch. 10
	FILM <i>Advertising Icons</i> <u>Hand in Term Project Idea</u> (about 50 words)	
2/23	Quiz # 2 (JC Ch. 2; Post Ch. 10 - first 20 min. of class);	Project Brainstorming
2/25	Brand Positioning	JC Ch. 3
	* Homework <u>Case question # 1 p.76</u> ; In-class team workshop: <u>Church Case Resolution</u>	
March		
3/2	Building a New Brand	JC Ch. 4
	* “ “ + Your Self as a New Brand Brand Moi: <u>Hand in Self-brand - Post Ch. 3</u>	
3/4	Brand Naming & Brand Development: Re: JC Ch. 4, Post Ch. 6 & Ch. 7 Find project category competitors’ brand character & define your brand character In-class workshop: <u>Mapping your Project Category</u> Re: JC p. 103, #2	
3/9	Quiz # 3 (JC Ch. 3 & 4) & Midterm Exam Review	
3/11	MIDTERM Exam – (Post Ch.6, 10; JC Ch. 1, 2, 3, 4)	
3/16-18	<u>SPRING BREAK</u>	
3/23	Brand Warriors & FILM <i>In Brands We Trust</i> : In-class Discussion	Post Ch. 4
3/25	<u>NO CLASS</u> – assignment: Begin writing Project parts I, II, III – esp. consumer research	
3/30	Managing an Established Brand	JC Ch. 5
April		
4/1	Conclude JC Ch.5 & In-class team workshop:	<u>iPhone Case Resolution</u>
4/6	Brand Extensions	JC Ch. 6
4/8 *	Homework <u>Bezos/Amazon Case</u> p.162 questions # 1&2 Case & Discussion Questions In-class team workshop: discussion questions 2 & 3	
4/13	Quiz # 4 (JC Ch. 5 & 6)	Project Brainstorming
4/15	International Brand Expansion	JC Ch. 7
4/20 *	FILM <i>Desani Fiasco</i> (29 min.) Homework discussion question p.188 #5	
4/22	Summary and Extensions	JC Ch. 9
4/27	“ “ In-class review Brand Moi update - Re: discussion question JC p. 237 #3 In –class team workshop: <u>Egypt Case Resolution</u>	
4/29	<u>TERM Projects DUE</u> present in class	
May		
5/4	TERM Projects <u>DUE</u> present and everyone hand in	
5/6	Course recap and REVIEW for Exam	
5/11	Final Exam (scheduled day) study guide on relevant chapters will be handed out	

Your finished project should be in 12-point type and secured in a folder.

To build a strong brand, you will find out as much as possible about your target and purpose for your product. A critical component is to conduct interviews with potential customers and to thoroughly research your competitors. Follow the outline:

Executive Summary (1 page summary about your project precedes the outline)

I. Introductory Research

A. The Product Category

1. Describe your product category
2. Describe your product's purpose.

B. SWOT Analysis

1. Discuss target market and their needs.
2. Conduct a SWOT analysis of the internal & external marketing environments:
 - A. Internal factors: *Strengths – Weaknesses* (to the Company)
 - B. External factors: *Opportunities* (socio-cultural) *Threats* Competitors
3. Determine the Windows of Opportunities that result from the SWOT
4. Re: Being proactive, what future trends might emerge from the SWOT that could affect the market and marketplace? How will you need to respond?

II. The Target Market

Who is the primary target audience?

A. What is the customer profile based on consumer research?

1. Demographics (age, gender, ethnicity, religion, education, income, occupation)
2. Psychographics (lifestyles, values, self-images, attitudes, interests)
3. Geodemographics (determine ideal subsegments, i.e.: perhaps using PRIZM)

B. What will be the life span of your ideal customer?

III. Research Product Category Competitors

A. Research on the relevant competitors

For each competitor describe the following:

1. Name of parent company and name of the competing brand
2. Describe in detail the brand that directly competes with yours
3. Estimate their share of the market
4. Positioning strategy

B. Positioning Map/s

1. Conduct research with target segment respondents: Ask at least 10 people to list their favorite brands in the category & salient attributes (see JC p. 63-66).
2. Create a Category Map: grid or grids to illustrate competitor's positions.
3. Is there an empty niche you can fill? Describe.
4. Explain your positioning strategy. (Put #3-4 in a narrative summary)
Include your questions & responses; Category Map; and narrative summary.

IV. New Brand Product Components

A. Your Brand - concept and frame of reference

1. Brand identity
2. Brand image
3. Brand personality
4. Brand promise
5. The brand-positioning concept (USP/ UVP)

B. Intellectual Property:

Brand Name – Brand Personality – Trade Characters

Discuss their underlying logic and your efforts to secure trademark protection

C. Mission Statement

D. Point of Parity (POP) and Unique Point of Difference (POD)

1. Point of Parity
2. Unique Offering that satisfies your Target's Needs/ Aspirations
3. Unique Brand Characteristics that distinguish you against competition

E. The Phrases that Pay (Mantra/ Slogan/ Tagline: with logical analysis)

F. The Visual Code? (Describe the logic behind choosing the following)

1. Color system
2. Typefaces
3. Graphic styles or artistic theme

V. Distribution Channels

- A. Discuss the logic for your distribution solution.

VI. Pricing

- A. How will the brand be priced compared to the competition?
- B. What will this price say about your brand and to the market?

VII. Integrated Marketing Communication and Brand Promotion

A. Advertising

Each individual or team must hand in a rough layout for print ad & copy page

1. Rough layout (& Story board if choosing a video approach)

Create an actual 1 page advertisement or TV storyboard for the brand:
(computer designed, rough sketch or collage on 8 ½ x 11 paper)

2. Copy page: typed and follow this format for a magazine ad:

Headline: (tab space) headline should be no more than 12 words

Sub head: shorter & leads reader into the ad

Visual: explain the illustration/s

Body copy: reason why - factual content

Slogan: consider rhyme, alliteration, onomatopoeia

Last line: Describe logo & state brand owner and address

B. Media Plan

Create an ideal one-year media plan from the following and discuss your logic:
(Use the Building Block Method)

1. ___ Newspaper print ad
2. ___ Magazine print ad
3. ___ Television 30 second spot
4. ___ Television 3 minute infomercial
5. ___ Radio 1 minute commercial
6. ___ Direct mail
7. ___ Online
8. ___ Outdoor billboard (highway signage)
9. ___ Outdoor transit (train or bus outside or inside car cards)
10. ___ Social Media – indicate which ones and why.

C. Sales Promotion

SELECT two or three sales promotions to launch your brand to your target market.

Choose from the following and discuss your logic:

1. ___ CRM Loyalty program
2. ___ Premium (free gift with purchase)
3. ___ Sample
4. ___ Coupon
5. ___ Sales Brochures (sales leave behind; flyers; hand-outs; direct mail)

- Or any other you encountered reading the texts

D. CRS – Corporate Responsibility Strategy

Describe your plan that demonstrates how your brand is a good corporate citizen.

Bibliography For Additional Enjoyment

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