



MKT623 Strategic Brand Management **(3 credit hours)** **Course Syllabus**

Course Description

Course will address the strategic importance of branding and will focus on the design and implementation of marketing programs and activities to build, measure, and manage brand equity. It addresses three important questions: (1) How do you build brand equity? (2) How can brand equity be measured? (3) How do you capitalize on brand equity to expand your business?

Course Learning Outcomes

By the end of this course, you will be able to:

1. Build competitive brands in the marketplace.
2. Construct brand marketing programs.
3. Leverage brand equity across markets.
4. Measure brand equity.
5. Plan and implement brand strategies.

Required Textbook(s) and Resources

Keller, K., Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity (5th ed.). Pearson/Prentice-Hall.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Course Readings and Assignments

Each week will begin with a short video and quiz that introduces the weekly learning objective and encapsulates the focus of the weekly learning goals explored in the discussions and reading assignments. There are some writing assignments that identify brand management objectives and like all the assignments for the course, delve deeper into the importance of creating brand equity and growth. The purpose of the videos, quizzes, discussions, and assignments for this course is to create a deeper understanding of the significance of a brand and how these brand elements are integrated through the creation of brand strategies and utilized in management marketing programs.

Final Project

The final project will encompass all the weekly learning goals and provide students with the knowledge they need to conduct a brand audit on a brand of their choice. In Week 1, students will select a brand that they want to audit, along with deciding if they want to do the audit on their own, or with a classmate. Week 4 will require the submission of a progress report of the brand audit. The final project, due in Week 6, consists of a completed Brand Audit, creatively analyzed and presented in a PowerPoint presentation.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Video/Quiz Activity 1.2 (10)	Video/Quiz Activity 2.1 (10)	Video/Quiz Activity 3.1 (10)	Video/Quiz Activity 4.1 (10)	Video/Quiz Activity 5.1 (10)	Video/Quiz Activity 6.1 (10)	Video/Quiz Activity 7.1 (10)	70
Discussion Activity 1.1 (n.a.) Activity 1.3 (30) Activity 1.4 (30)	Discussion Activity 2.2 (30)	Discussion Activity 3.2 (30)	Discussion Activity 4.2 (30)	Discussion Activity 5.2 (30)	Discussion Activity 6.2 (30)	Discussion Activity 7.2 (30) Activity 7.3 (30)	270
	Assignment Activity 2.3 (120)	Assignment Activity 2.3 (120)	Assignment Activity 4.3 (120)	Assignment Activity 5.3 (120)			480
					Brand Audit Presentation Activity 6.3 (180)		180
70	160	160	160	160	220	70	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Learning Activities (Due by 11:55 p.m. ET on day designated)

Start Here

- MON: Activity 1.1: All About Me - Initial Post

Week 1 – Marketing Brand Loyalty

- WED: Activity 1.2 Quiz: Brand Equity
- WED: Activity 1.3 Discussion: Brand Loyalty - Initial Post

- WED: Activity 1.4 Discussion: Brand Positioning - Initial Post
- SAT: Activity 1.3 Discussion: Brand Loyalty - Secondary Posts
- SAT: Activity 1.4 Discussion: Brand Positioning - Secondary Posts
- SUN: Activity 1.5: Brand Audit Choice

Week 2 – Marketing Integration

- WED: Activity 2.1 Quiz: Brand Loyalty
- WED: Activity 2.2 Discussion: Brand Comparison - Initial Post
- SAT: Activity 2.2 Discussion: Brand Comparison - Secondary Posts
- SUN: Activity 2.3 Assignment: Brand Development

Week 3 – Building Brand Equity

- WED: Activity 3.1 Quiz: Creative Brand Strategies that Grow Equity
- WED: Activity 3.2 Discussion: Integrated Marketing Communications - Initial Post
- SAT: Activity 3.2 Discussion: Integrated Marketing Communications - Secondary Posts
- SUN: Activity 3.3 Assignment: Co-branding Strategies

Week 4 – Measuring Brand Equity

- WED: Activity 4.1 Quiz: What is Co-branding
- WED: Activity 4.2 Discussion: Concept Mapping - Initial Post
- SAT: Activity 4.2 Discussion: Concept Mapping - Secondary Posts
- SUN: Activity 4.3 Assignment: Brand Audit Progress Report

Week 5 – Consumer Mindset

- WED: Activity 5.1 Quiz: Award-Winning Marketing Strategy
- WED: Activity 5.2 Discussion: Brand Comparisons - Initial Post
- SAT: Activity 5.2 Discussion: Brand Comparisons - Secondary Posts
- SUN: Activity 5.3 Assignment: Brand Portfolios and Hierarchical Branding

Week 6 – Brand Introduction

- WED: Activity 6.1 Quiz: What is a Brand Extension Strategy?
- WED: Activity 6.2 Discussion: Brand Extensions - Initial Post
- SAT: Activity 6.2 Discussion: Brand Extensions - Secondary Posts
- SUN: Activity 6.3 Assignment: Final Project-Brand Audit

Week 7 – Managing Brands Over Time

- WED: Activity 7.1 Quiz: Domino's Pizza
- WED: Activity 7.2 Discussion: Branding Crisis - Initial Post
- THUR: Activity 7.3 Discussion: Reflections on Final Project and Course Outcomes
- SAT: Activity 7.2 Discussion: Branding Crisis - Secondary Posts - Secondary Posts
- SAT: Activity 7.3 Discussion: Reflections on Final Project and Course Outcomes - Secondary Posts

Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.