

**School of Business**

**Department of Marketing & International Business**

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| **Course Name:** | **Brand Management** |
| **Course Code**  **& Section No:** | **MKT 465**  **SEC: 9** |
| **Semester:** | **Fall 2017** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | **Faiz Ibne Hossain** | |
| 1. **Office Location** | NAC 707 | |
| 1. **Office Hours:** | ST: 10.00 am - 11.00 am  MW: 11.00 am – 2.00 pm | |
| 1. **Office Phone:** | 8852000, Extension: 1768 | |
| 1. **Email Address:** | faiz.hossain@northsouth.edu | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | faizhossain.weebly.com | |

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| Course & Section Information | |
| **Class Time & Location** | MW 4.20 pm – 5:50 pm (NAC 502) | |
| **Course Prerequisite(s)** | MKT 202, MKT 337, MKT 344 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description and Objectives** | Branding is the strategic process of organizing marketing activities around the introduction, promotion and optimization of brand portfolios. Building and maintaining brand equity is a top priority of high performing companies since strong brands are an intangible asset. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This requires an essential set of skills as the process is risky. The course is even more pertinent for us as the discipline is becoming more acute in Bangladesh context. This course provides students with insights into how profitable brand strategies can be created through a blend of marketing theory and practice in the global and local corporate perspective.  **Objectives:**   1. Conduct a brand audit. 2. Critically analyze and report on branding cases and reports 3. Apply key elements of crafting and driving brand strategy by evaluating strategic options 4. Ability to work in teams and develop professional branding strategies for existing and new products | |
| **Student Learning Outcomes** | 1. Understand the characteristics of brands and their role of brand within the corporate context 2. Develop a strong understanding of concepts and theories on branding 3. Understand the importance of brand equity and extensions 4. Learn to build and maintain strong sustainable brands 5. Develop a strong understanding of brand architecture 6. Link branding theories to Bangladesh and its business scenario | |

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| Learning Resources And Textbook(s) |

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Kevin L Keller | Strategic Brand Management: Building, Measuring and Managing Brand Equity | 4th, 2013 | Pearson. (global ed) |  |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Handouts/Internet | Information about Global Branding, Brand Architecture, Cases | Academic and trade articles, Chapters from other books | The instructor will provide and/or direct to the sources. |

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| Teaching Strategy (Online, classroom, blended, self-directed through CD, web-based courses and DVD,…) |

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| Assessment Strategy and Grading Scheme | |
| Assessment Criteria | Weight |
| Attendance | 5% |
| Midterm 1 | 15% |
| Midterm 2 | 15% |
| Blog/Quiz (**RB case**) | 10% |
| Case studies/Assignment (presentation on branding a product –**BR pyramid**) | 10% |
| Term Paper/Brand Audit + Presentation | 25% |
| Final Exam | 20% |

The classes will be conducted through various activities. The main mode of delivery will be lecture based with reference to specific chapters. Additionally, students will engage in group discussions, participate in workshops, analyze and present cases. As the course is highly dynamic in nature, active student participation is necessary for the enrichment of the course. Hence, students are expected to be highly involved and take initiative to enhance their own learning experience.

Please Refer to NSU Student Handbook, Section: “Grading Policy”

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| Classroom Rules of Conduct | |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. | |
| **Late Assignment Policy** |  | |
| All assignment deadlines will be mentioned well ahead of time. Hence, students are expected to work accordingly and submit assignments on time. Late submission of assignments is strongly discouraged and in case of late submissions, the student will be penalized as per the discretion of the instructor. | | |

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| **Group ProjectS Policy** |  |
| Students will form groups of 4-6 people. Each group will submit a final report. Each group will also present the project for 15-20 minutes and submit a copy of the slides before the presentation. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. In working in groups, some conflicts are expected. As a student in a senior course, you are required to deal with the conflicts in a mature and sensible way. However, if problems go out of control, inform/consult instructor beforehand, not on the last day of submission/presentation. | |

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| Exams & Make Up Policy |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Please note that if the permission for a make-up exam is granted, the syllabus will be comprehensive – this means the whole syllabus consisting of Mid 1, Mid 2 and Final contents. No exception will be made.  Final exam will have no make-up exams. If you miss a final, you will be required to take an ‘I’ and appear in the exam in the next semester.  Cell phones are prohibited in exam sessions. |

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| Attendance Policy | |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. | |
| Communication Policy | |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. | |
| Appropriate Use Policy | |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. | |

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| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email:  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

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| Students Support and Learning Resources |
| 1. SOB-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provideacademic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   Students Learning & Support Center (SLSC)  Tel:  Fax:  Location:  E-mail:  This service will be available in the near future. |

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| Students Complaints Policy |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. |

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| Course Contents &Schedule |  |

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| No. | Topic | Chapter |
| 1 | Introduction and roadmap discussion |  |
| 2 | Brands and Brand Management | 1 |
| 3 | Customer-Based Brand Equity & Brand Positioning | 2 |
| 4 | Brand Resonance and the Brand Value Chain | 3 |
| 5 | Choosing Brand Elements to Build Brand Equity | 4 |
| 6 | Designing Marketing Programs to build Brand Equity | 5 |
| 7 | Integrating Marketing Communication to Build Brand Equity | 6 |
| 8 | Leveraging Secondary Associations to Build Brand Equity | 7 |
| 9 | Developing a Brand Equity Measurement and Management System | 8 |
| 10 | Designing and Implementing Branding Architecture + New Products and Brand Extension | 11, 12 |
| 11 | Managing Brands over Geographic Boundaries and Market Segments | 14 |

**Course Policy:**

* Any academic misconduct such as cheating, plagiarism, etc shall result F or other **disciplinary actions.**
* For personal issues, students are encouraged to directly communicate with the instructor beforehand rather than informing at the last minute.
* The instructor reserves all the right to make necessary changes in this course outline.
* Late comers **(>5 mins)** will **NOT** get any **attendance** for that day.
* **No** Make-up Quiz will be taken for any given reason.
* A **NO means a NO**. Further Negotiation shall NO be appreciated.