



UNC
GREENSBORO
Bryan School of
Business and Economics



MBA 731 Brand Management
FALL 2019 (Tue, Aug 20 – Wed, Dec 4)
Meeting: Wednesday 6:30-9:20 in Bryan 204



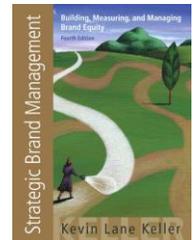
“Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brands are messengers of trust.” (Alina Wheeler)

Professor: Dr. Merlyn Griffiths, Associate Professor of Marketing
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E-mail: Magriff3@uncg.edu (the most efficient means of contact)
Office Hours: Tuesday 2:30pm-3:30pm and by appointment
Course Documents: <http://Canvas.uncg.edu>

Required Materials:

“The intelligent man learns from his own experience; the wise man learns from the experience of others.” (Origin unknown)

1. *Strategic Brand Management*, 4th edition, Kevin Lane Keller, Prentice-Hall.
2. Additional readings and lecture notes are distributed through Canvas.
3. *AdWeek* – <http://www.adweek.com/advertising-branding> (recommended)



Catalog Course Description: Prerequisite: MBA 706

The evolving nature of branding over time and the interaction of managerial actions to produce consumer understanding and response to brands in both domestic and global markets.

Course Objectives

A brand name, and its associated brand equity, is one of the most valuable assets any firm has. However, management education has not paid sufficient attention to managing brands, as the statement below suggests:

“The MBA should stand for ‘Murderer of Brand Assets.’” (Larry Light, Marketing Consultant & Chairman of the Coalition for Brand Equity)

To address this oversight, and to allow students to apply concepts learned in MBA 706, Marketing Management, this course addresses important branding decisions faced by organizations. The course objectives are: 1) to increase student understanding of the important issues in planning, implementing and evaluating brand strategies; 2) to provide relevant theories, models and tools for the making of brand decisions; and 3) to provide a forum for students to apply these principles.

Class Format

The course consists of lectures (slides are made available on BB), exercises, case analysis and discussions, and a brand audit project. In the first half of each class, a lecture including discussion and experiential exercises will occur. Video cases will be used to highlight key concepts and the relevance for any type of organization (public or private, large or small, etc). In the second half of each class, each team will lead the discussion on the company and brand in the featured case. Prior to the next subsequent class meeting, the presenting team members will receive feedback via email on their overall performance and presentation.

COURSE REQUIREMENTS AND EVALUATION

1. Class participation: Branding in the news, quiz, discussion	10%
2. Individual Brand Me	10%
3. Individual Thought Assignment	15%
4. Midterm Team Project*	20%
5. Brand Concept Case Lead*	15%
6. Comprehension Check	10%
7. Brand Audit Team Project*	20%

Grading Scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	78-79
C	73-77
F	0-72

* 50% of the individual's grade will be determined by your team member's evaluation of your performance and contribution toward the successful completion of the assignment.

****All written assignments should be turned in on the due date.

Late submissions will not be accepted.

FEEDBACK/GRADES

Detailed written feedback including grades for the respective assignments will be sent electronically before the next class meeting. **Grades are posted on Canvas. Final semester grades are posted in Genie**

Note: Grades are non-negotiable and final grades can only be changed to correct calculation or input errors on my part. If you have questions as to the validity of a grade this must be brought to my attention in writing within one (1) week of the day/date the grade is posted.

Grades WILL NOT be determined by a standard bell curve whereby the majority of the class receives a 'C' and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course.

****Note:** *All submitted work can be easily checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. Use any of the following: APA, MLA, Chicago, Harvard or Vancouver style to cite the work of others. See Canvas for a detailed document on the proper format for citations. For details on what constitutes plagiarism and the consequences, please visit <http://academicintegrity.uncg.edu/>*

CLASS PARTICIPATION (10%)

"If you think you're too small to be effective, you have never been in bed with a mosquito." (Bette Reese)

Quizzes:

At any time, a short quiz can be given without prior notice. The objective is to determine your level of comprehension and application of the material discussed in the previous week's class and the current week's readings from the text. Quizzes may be in multiple choice or short essay format. **NO MAKE-UP for missed quizzes. Quizzes count for 50% of your class participation grade.**

Branding in the News:

Scanning the environment, you will soon identify changes in current marketplace conditions. Each week we will discuss current events that impact the world of brands and marketing. Each student will **select at least one class period** to present in class a recent experience, article, ad, news release, etc., which addresses issues, topics/challenges/successes of branding. The topic should coincide with the topics being discussed for the class period. These discussions will increase your knowledge and fuel your thoughts as you complete the analysis for the brand audit project. Thus, it is imperative that you read what is going on in your home town/local/national paper (online or real)and keep your eyes/ears open. Turn on your radar.

To receive credit, you must present this in class (5 minutes at the start of class), AND submit a written (typed-1-2 page) summary of what you present, and attach any relating materials (ad, news clippings, etc.).

Remember: *Turn in a copy of the item with a short typed summary. Staple your pages. If you present but fail to turn in the information on the day it is presented, no points will be given, and no retroactive changes will be made. Each Branding in the News presented is worth 25% of class participation points.*

Active student participation:

Active participation is essential to the learning process and to your success in the course. *Attendance in class is required at all times.* Students are expected to be fully prepared to discuss reading assignments. Participation points will be given based on constructive participation in class discussions and in-class exercises. Here is a description of how your class contributions will be calibrated. As you will see, the emphasis is not on the amount of airtime one has, but the quality of the content offered:

Outstanding Contributor: Contributions in class reflect exceptional preparation. Ideas offered are always substantive and provide one or more major insights as well as providing a fruitful direction for the class. Arguments are well substantiated and persuasively presented. If this person were not a member of the class, the quality of the discussions would be diminished significantly.

Good Contributor: Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and sometimes a fruitful direction for class discussion. Arguments, when presented, are generally well substantiated and are often persuasive. If this person were not a member of the class, the quality of discussions would be diminished considerably.

Satisfactory Contributor: Contributions in class reflect adequate preparation. Ideas offered are sometimes substantive, provide generally useful insights, but seldom offer a major new direction for the class. Arguments are sometimes presented and are fairly well substantiated and sometimes persuasive. If this person were not a member of the class, the quality of discussions would be diminished somewhat.

Unsatisfactory Contributor: Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive, provide few useful insights, and rarely offer a constructive direction for the class. Class contributions are few and far between. Many contributions are “cherry picking” efforts making isolated, obvious or confusing points. If this person were not a member of the class, the quality of discussions would not be changed or perhaps even improved.

INDIVIDUAL BRAND ME ASSIGNMENT (10%)

You are a brand! To manage any brand effectively, you must carefully be in touch with what you think about your brand and what your consumers think of your brand. Understanding how the brand is perceived internally and externally is critical to build and manage a strong brand.

Each student will develop and present their unique brand. The objective of this assignment is for you to practice using brand-building concepts in developing a brand that you should not only know extremely well, but be well-versed enough to explain the brand, its features, values, challenges and future growth – YOU! On designated dates, you will have **10 minutes MAX** to present your “Me” brand.

1. A 2-3-page explanation/description must be uploaded in Canvas by 6:30pm on the day you present.
2. Paper copy of your slides (2 slides per page and legible) must be delivered to me in class before presenting.
3. The document must be Microsoft WORD format, **TYPED, 1.5 or double spaced** 12-point font. **DO NOT USE SINGLE SPACING, DO NOT UPLOAD PDF VERSIONS.**

Further details will be discussed in class and posted on Canvas.

INDIVIDUAL THOUGHT ASSIGNMENT: (15%)

Each student will complete **ONE** individual thought assignment from 2-available options. These are short (max 5 pages) summaries designed to demonstrate your ability to integrate key concepts and apply them analytically.

1. The document must be **TYPED, 1.5 or double spaced (DO NOT USE SINGLE SPACING)**, 12-point font.
2. Thought assignments are due electronically in Microsoft WORD format only, in Canvas.
3. Upload before the beginning of class (BY 6:30PM), on the date indicated in the class schedule. **DO NOT UPLOAD PDF VERSIONS.** Further details will be discussed in class and posted on Canvas.

COMPREHENSION CHECK (10%)

The comprehension check is an exam. The objective is to assess your knowledge and understanding of the core concepts and frameworks as they apply to different marketing or branding contexts. Additional details will be discussed in class.

TEAM-BASED ASSIGNMENTS

Team Members

Teams (*self-select) will be created before the first class meeting. Some teams may have a member added/dropped following the add/drop period for the class. It may become necessary to shift one or two individuals to balance out a team. Each team will be responsible for a Team-lead brand case concept, midterm project and completing a brand audit. If there are questions regarding these assignments, come see me early. Don't wait until the last minute when it's too late to seek help.

FIRING NON-PERFORMERS

If there are non-performers in the team, please bring this to my attention early. Do not wait until it is too late to resolve issues. A **non-performer can be fired** from the team, with documented evidence of non-performance. The fired student CANNOT be re-hired by another team and will receive a grade up to the point of being fired. Thereafter, the student will receive a failing grade for the remainder of the project.

Midterm Team Project 20%

The objective of this midterm project is for you to develop an implementable brand awareness strategy and promotions campaign for a company with a unique marketplace offering. Details of the project, company of focus, and requirements will be discussed in class and posted on Canvas. The final document and presentation will be made to the CEO/Executive of the company of focus. Each individual must complete an evaluation of each team member. Form is posted on Canvas. Grades for the midterm project will include feedback from the CEO/Executive.

BRAND CONCEPT CASE LEAD (15%)

Each team will be responsible for leading and teaching the case discussion in **one** class session. The team will have **45 minutes**. You may use any format including PowerPoint; however, it is strongly suggested that you keep these slides to a **maximum of 25**. Each individual must complete an evaluation of each team member. Form is posted on Canvas. Further details will be discussed in class and posted on Canvas.

BRAND AUDIT PROJECT (20%)

An essential ingredient of the course is the brand audit project. The idea behind the brand audit is for you to conduct an in-depth examination of a major brand of your choosing. Every team must focus on a different brand, and brands are assigned on a “first come, first serve” basis. The goal of the brand audit is to assess its sources of brand equity and suggest ways to improve and leverage that brand equity.

Brand Selection and Rationale:

Your brand selection and rationale (explanation) for selection must be submitted to me via UPLOAD INTO CANVAS on or before **September 13th**. **One document per team must be uploaded into Canvas by 5pm. No duplication of companies. Approval is on a first-come-first-serve basis. One person from each team will submit the document. Response will be sent to the entire team.**

Instructions: Create a 1-page word document with the name of the brand, team members, and rationale for selecting this brand. I will confirm via email to all team members if the brand is appropriate and whether or not the brand is available.

Where to find brands:

You can pick a brand you are familiar with or from the list of BrandZ’s Top 100 Global Brands, or Top 20 Global Retail Brands, or the Interband & Business Week’s Top 100 Brands.

Companies and brands from our Case Concepts or featured in our Brand Management textbook cannot be selected for the brand audit.

Project Details:

The brand audit will be based entirely on information from public secondary sources, company websites, as well as your own professional experiences and insights. I do not expect you to conduct any surveys or primary research. Specifically, you will assess: A) brand planning, B) building, and C) growth of your chosen brand. Addressing these questions as you examine your brand will allow you to do this.

A. Brand Planning

The first element of a brand audit is a full description of the firm’s current branding programs. This involves an analysis of the firm’s brand hierarchy, brand portfolio, strategic branding alliances, the brand’s current positioning in the marketplace, and how the firm is addressing branding through each of the marketing mix elements (the 4p’s). Be sure to include brand elements (names, URLs, logos, symbols, characters, slogans, jingles, packaging).

Address the following:

- a. How would you characterize the positioning of your brand?
- b. Where are there the greatest opportunities to further enhance that positioning?

B. Brand Building Assessment

The second element involves assessing brand building capabilities. Explore the following questions:

- a. How much brand resonance does your brand have?
- b. What have been the key marketing activities that have most contributed to the success of achieving its resonance and positioning?
- c. How would you suggest that they improve on their brand building activities?

C. Brand Growth Assessment

The third element involves assessing growth potential and providing recommendations. Explore the following questions:

- a. How would you critique your brand's architecture?
- b. What is good and bad about its hierarchy?
- c. How does it fit into a broader brand portfolio?
- d. How well has it been expanded into new markets or channels?
- e. How would you judge its growth strategy?

Final Report and Presentation

1. Use headings and subheadings throughout your report.
2. The final report must include a profile of:
 - a) The positioning of the brand
 - b) Its sources of brand equity and,
 - c) Recommendations concerning how to build and manage equity for the brand.
3. After summarizing current and desired brand knowledge structures, you should outline creative and relevant directions for management of your chosen brand, providing justification where appropriate with course concepts.
4. The final written report should:
 - a) Not exceed 25-typewritten pages in length (not including figures, references, or other supporting documentation).
 - b) Be double-spaced, 1-inch margin pages, 12-point font.

Presentation

1. Your presentation should be a top-line summary of the key points from your report.
2. **Each team will have 25 minutes (20 to present, 5 min Q&A)**
3. **Every member of the team must present.** The audience will evaluate each presentation.
4. The final written report & FINAL presentation slides are due at 6:30pm, UPLOAD IN CANVAS. A paper copy of your **FINAL PPT SLIDES** must be brought to class and turned in before presenting (**2 slides per page**).
5. Each individual must complete an evaluation of team members. This form (**NOT CASE LEAD FORM**) is on Canvas.

Suggested supplementary reading (not required, but helpful for those interested in pursuing brand management):

- *Journal of Brand Management* (accessible through UNCG library)
- *Journal of Product and Brand Management* (accessible through UNCG library)
- *Designing Brand Identity* by Alina Wheeler & Debbie Millman (Wiley & Sons, 2017)
- *Building a Story Brand: Clarify Your Message so Customers Will Listen* (Harper Collins, 2017)
- *Brand Portfolio Management* by David Aaker (Free Press, 2004)
- *Uncommon Practice*, edited by Andy Milligan and Shaun Smith (FT Prentice Hall, 2002)
- *Brand Asset Management* by Scott Davis (Jossey-Bass, 2000)
- *Building Strong Brands* by David Aaker (Free Press, 1996)
- *Building Brand Identity* by Lynn Upshaw (John Wiley, 1995)

Suggested web sites worth reviewing:

BrandChannel (by Interbrand): brandchannel.com
 BrandForward: brandforward.com
 McKinsey & Company (McKinsey Quarterly): mckinseyquarterly.com
 Prophet Strategy: prophet.com
 BuildingBrands: buildingbrands.com
 Brand Keys Research: brandkeys.com
 Upshaw Brand Consulting site: brandbuilding.com
 Brand Republic: brandrepublic.com

Classroom Conduct

We subscribe to the UNCG professional standards. Please arrive on time for class with uninterrupted attendance for the duration of the class. I will endeavor to end class on time. Furthermore, please maintain a professional atmosphere. This includes, but is not limited to, using respectful comments and humor, employing appropriate manners and decorum, utilizing computers and technology suitably (e.g., silencing wireless devices, no web-browsing or emailing), and refraining from distracting or disrespectful activities (e.g., avoiding side conversations and games). Refer to the following for more details on school policies and procedures: <https://sa.uncg.edu/handbook/wp-content/uploads/Disruptive-Behavior-in-the-Classroom-Policy-8-4-17.pdf>

Absence: **If you miss more than 2 classes you should not expect to receive a passing grade.** If you must miss a class, the onus is on you to connect with your classmates to get up to speed on the material covered, handouts, etc.

Note that occasionally, changes in the schedule of the course, or in the assignments, are announced during class or via email. The marketplace changes constantly. As such materials may be added to increase your knowledge and efficiency in a particular subject area, as well as articles to read in preparation for the next class. It is your responsibility to connect with your classmates to ensure that you have received all of the changes, handouts, etc.

Laptop Policy

Computer use is not an absolute necessity in class and often proves to be a distraction rather than an aid in the learning process. **Therefore, I strongly suggest no open laptops in class.** However, if you use your laptop for efficiency in taking notes, you must restrict use to this activity only. Surfing, IM and other unrelated use of your laptop is not permitted in class.

Academic Integrity: Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <https://drive.google.com/file/d/0B0rFGGhJvbDHUEXSZmFFaWFmb00/view>.

Inclement Weather: We will follow the directions of the University.

Additional University Policies you must be aware of:

Religious Observance and Class Attendance Policy

https://drive.google.com/file/d/0B3_J3Uix1B4UeTV4Nk1vVFJoVFE/view

Faculty Accessibility Policy

https://drive.google.com/file/d/11Y3fgp_kkIOPat48O-HCFZnGRYjxe-cb/view

*******I reserve the right to make changes to this document as needed*******

MBA 731 Brand Management Introduction Talk Sheet
Please complete for first class meeting, print and bring to the first class
This sheet will be collected

Name: _____

1) I am in the _____ program.

2) Current Employment _____

3) Undergrad major: _____

4) Years work experience: _____

5) List any other marketing classes you've had (include undergrad):

**** Your answers to 6 and 7 will be read aloud***

6) I think the best Brand is: _____

7) I think the worst Brand is : _____

8) My favorite Brand tagline, slogan or character is _____

9) Why are you taking this class? _____

10) What do you expect from this class?

11) My Brand Me presentation date is _____

* All chapter readings are from Keller’s Strategic Brand Management (SBM)

* All *Articles & reports* are posted on Canvas. Additional articles beyond what is listed here will also be posted.

Date	Readings	Assignments & Activities
Week 0 (prep for first week)	<ul style="list-style-type: none"> ✓ Course Syllabus ✓ Brand Z Best 100 Global Brands 2019 (see pg. 32 for table) (https://brandz.com/admin/uploads/files/BZ_Global_2019_WPP.pdf) ✓ Interbrand Top 100 Global Brands 2018 (https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/) 	<p>Be ready to discuss: Select a brand from BrandZ Best Global Brands, or Interbrand Top 100 Brands or other personal favorites.</p> <p>Be prepared to discuss: What is your favorite brand? Why? What makes it an outstanding brand?</p>
PART 1: UNDERSTANDING BRAND FUNDAMENTALS		
Module 1 8/21	<p style="text-align: center;">Chapter 1: Brands and Brand Management</p> <p style="text-align: center;">Articles:</p> <p style="text-align: center;">Blackett, Tom (2004), “What is a Brand?” in <i>Brands and Branding An Economist Book</i> [www.interbrand.com]</p> <p style="text-align: center;">Keller, Kevin Lane (2000), “The Brand Report Card” <i>Harvard Business Review</i> (Jan-Feb).</p>	<p>Course Overview</p> <ul style="list-style-type: none"> ✓ Introduction to the course ✓ Brief syllabus overview and projects ✓ Introduction to Brands <p>Assess your brand: Be ready to discuss</p> <p>(1) Rate and critically evaluate your favorite brand using <u>The Brand Report Card criteria</u>. (a)What strengths can it leverage? (b)What weaknesses should it address?</p> <p>(2) Is the brand strongly positioned versus the competition or vulnerable? Why?</p> <p>(3) Why do brands matter?</p>
PART 2: DEVELOPING A BRAND STRATEGY		
Module 2 8/28	<p style="text-align: center;">Chapter 2: Customer-Based Brand Equity and Brand Positioning</p> <p style="text-align: center;">Articles:</p> <p style="text-align: center;">Rocha, Mike (2014), “Making the Business Case for Brand Change: Connecting Brand Strategy to Business Results” <i>Interbrand.com</i></p> <p style="text-align: center;">Keller, Kevin Lane (1999), “Brand Mantras: Rationale, Criteria and Examples” <i>Journal of Marketing Management</i>, 15(1), 43-51.</p>	<p>Be ready to discuss: What is customer-based brand equity and what are the advantages to marketers who are able to build it in their products?</p> <p>(1) Think of one of your favorite brand. Can you come up with a brand mantra to capture its positioning?</p> <p>(2) Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their main points-of-parity and points-of-difference? Have they defined their positioning correctly? How might it be improved?</p>

Module 3 9/4	<p>Chapter 3: Brand Resonance and the Brand Value Chain</p> <p>Articles: Greyser, Stephen A., & Urde, Mats (2019), "What does Your Corporate Brand Stand For?" <i>Harvard Business Review</i>, Jan-Feb, 81-88. Holt, Douglas B. "Brands and Branding" <i>Cultural Strategy Group</i> #503-045</p>	BRAND ME Presenter:
PART 3:	DESIGNING AND IMPLEMENTING BRAND	MARKETING PROGRAMS
Module 4 9/11	<p>Chapter 4: Choosing Brand Elements to Build Brand Equity</p> <p>Articles: Yohn, Denise L. (2013) "Taglines Disrupted," <i>Adweek</i>, (Sep 9), p. 17. Schumann, Mark (2006), "You Are How You Brand," <i>Communication World</i>, July-August, 21-31.</p>	<p>Branding in the News:</p> <p>Brand Case Concept Team 1:</p>
Sept 13th	Brand Selection and Rationale for Brand Audit Due:	Due at 5:00pm. ONE team member upload into Canvas
Module 5 9/18	<p>Midterm Project</p> <p>Company Executive Visit and Presentation</p>  <p>Dr. Suzanne Walsh, President. Dr. Gwen O'Neal, Chief Operating Officer Mr. LaDaniel Gatling, VP of Institutional Advancement</p> <p><small>Education for your future. Sisterhood for life.</small></p>	<p>Due: Individual Thought Assignment #1 Upload by 6:30.</p> <p>Preparation for speakers: Research company via website and be prepared to ask penetrating questions.</p>
Module 6 9/25	<p>Chapter 5: Designing Marketing Programs to Build Brand Equity</p> <p>Articles: Scholz, J., & Smith, A. N. (2019). Branding in the Age of Social Media Firestorms: How to Create Brand Value by Fighting Back Online. <i>Journal of Marketing Management</i>, (June), 1-35. Holt, Douglas (2016) Branding in the Age of Social Media: <i>Harvard Business Review</i> 94(3) 13. Lederer, Chris, and Sam Hill (2001) "Seeing Your Brands Through Your Customer's Eyes" <i>Harvard Business Review</i>, (June) 3-11.</p>	<p>Branding in the News:</p> <p>BRAND ME Presenter:</p>

<p>Module 7 10/2</p>	<p>Chapter 6: Integrating Marketing Communications to Build Brand Equity</p> <p>Article:</p> <p>Keller, Kevin Lane (2009), “Building Strong Brands in a Modern Marketing Communications Environment” <i>Journal of Marketing Communications</i>, 15(2-3) 139-155.</p>	<p>Branding in the News:</p> <p>BRAND ME Presenter:</p>
<p>Module 8 10/9</p>	<p>Chapter 7: Leveraging Secondary Brand Associations to Build Brand Equity</p> <p>Articles:</p> <p>Lectaru, Lars (2019) When Scandal Engulfs a Celebrity Endorser,” <i>Harvard Business Review</i>, (May-June) 21-25.</p> <p>Aaker, David A, and Erich Joachimsthaler, (2000) “The Brand Relationship Spectrum: The Key to the Brand Architecture Challenge” <i>California Management Review</i>, (42(4), 8-23.</p>	<p>Branding in the News:</p> <p>BRAND ME Presenter:</p>
<p>Module 9 10/16</p>	<p>Chapter 8: Developing a Brand Equity Measurement & Management System</p> <p>Articles:</p> <p>Rocha, Mike (2014), “Brand Valuation: A Versatile Strategic tool for Business” <i>Interbrand.com</i></p> <p>Aaker, David A., (1995) “Measuring Brand Equity Across Products and Markets” <i>California Management Review</i>, 38(3) 102-120.</p>	<p>Branding in the News:</p> <p>Brand Case Concept Team 2:</p>
<p>Module 10 10/23</p>	<p>Chapter 9: Measuring Sources of Brand Equity: Capturing Customer Mindset</p> <p>Article:</p> <p>Na, Woon Bong, and Roger Marshall (2005) “Brand Power Revisited: Measuring Brand Equity in Cyber-Space” <i>Journal of Product and Brand Management</i> 14(1) 49-56.</p>	<p>Branding in the News:</p> <p>BRAND ME Presenter:</p>

<p>Module 11 10/30</p>	<p style="text-align: center;">Midterm Project Executive-Team Presentations Bennett College</p> <p style="text-align: center;">Dr. Suzanne Walsh, President. Dr. Gwen O’Neal, Chief Operating Officer Mr. LaDaniel Gatling, VP of Institutional Advancement</p>	<p style="text-align: center;">Team Midterm Presentations</p> <p style="text-align: center;"><i>Peer evaluations for Midterm Project must be turned in TODAY via UPLOAD in CANVAS by 11:59pm. Failure to do so will impact your participation grade.</i></p>
<p>PART 4:</p>	<p style="text-align: center;">MEASURING AND INTERPRETING</p>	<p style="text-align: center;">BRAND PERFORMANCE</p>
<p>Module 12 11/6</p>	<p>Chapter 10: Measuring Outcomes of Brand Equity: Capturing Market Performance</p> <p style="text-align: center;">Articles:</p> <p style="text-align: center;">Rocha, Mike (2014), “Financial Applications for Brand Valuation: Delivering Value Beyond the Number” <i>Interbrand.com</i></p> <p>Ailawadi, K., Lehmann, D., & Neslin S.,(2009), “Revenue Premium as an Outcome Measure of Brand Equity” <i>Journal of Marketing</i>, 67(Oct), 1-17.</p>	<p style="text-align: center;">Branding in the News:</p> <p>BRAND ME Presenter: Danielle Thomas Amrita Rane</p> <p style="text-align: center;">Brand Case Concept Team 3: (now 11/6)</p> <p>Be ready to discuss</p> <ol style="list-style-type: none"> 1) What is a brand worth? 2) What do you think of the Interbrand and Brand Z methodologies? What do you see as main advantages and disadvantages?
<p>PART 5:</p>	<p style="text-align: center;">GROWING AND SUSTAINING BRAND EQUITY</p>	
<p>Module 13 11/13</p>	<p>Chapter 11: Designing and Implementing Branding Architecture Strategies</p> <p>Chapter 12: Introducing and Naming New Products and Brand Extensions</p> <p style="text-align: center;">Article:</p> <p>Yohn, Denise Lee (2016) Why Companies are Advertising Their Master Brand,” <i>Harvard Business Review</i></p>	<p style="text-align: center;">BRAND ME Presenter: Branding in the News</p> <p style="text-align: center;">Due: Individual Thought Assignment #2 Upload by 6:30.</p> <p>Be ready to discuss</p> <p>Consider the companies listed in Branding Brief 11-4 as having strong corporate reputations. By examining their web sites, can you determine why they have such strong corporate reputations?</p>

Module 14 11/20	Chapter 13: Managing Brands Over Time Chapter 14: Managing Brands Over Geographical Article: Keller, Kevin Lane, and Donald R. Lehmann (2009) “Assessing Long-Term Brand Potential” <i>Journal of Brand Management</i> , 17, 6-17.	BRAND ME Presenter: Branding in the News <i>Be ready to discuss</i> 1) Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Try to apply the different approaches suggested in the chapter. Which strategies would seem to work best? 2) Conduct a review of the Unilever brand portfolio. How successful have they been at reducing the number of brands? What lessons are to be learned from their strategies?
Module 15 11/21	Happy Thanksgiving	
Part 6:	REPORTS AND PRESENTATIONS	
Module 16 12/4	Brand Audit Project Presentations Each team has 25 minutes (20 to present, 5 min Q&A) Three (3) Teams	<ul style="list-style-type: none"> ✓ Brand audit report with copy of your FINAL PPT slides is due Today-Upload by 6:30pm. ✓ Peer evaluations for Brand Audit must be turned in TODAY (Upload into Canvas by 11:59pm. Failure to do so will impact your participation grade). ✓ Audience evaluation of each presentation Upload by 11:59pm. Bring paper copy of your final slides (2 slides per page) to turn in BEFORE presenting.
Module 17 Date TBD	Comprehension Check	Exam will cover core concepts discussed and learned.

Team Assignments

Team 1	Team 2	Team 3
Brand Audit Selection:	Brand Audit Selection:	Brand Audit Selection: