Strategic Brand Management

Fall 2013

Course Syllabus: MKTG 772 Strategic Branding

Reading assignments are to be completed prior to and in preparation for class discussion. They are critical to the success of the course and to your comprehension of branding and positioning strategies. Assignments are subject to change as may become appropriate. The materials for the ASSIGNMENTS are found in the following books: Chapters are found in Strategic Brand Management, Fourth Edition by Kevin Lane Keller; the Course Reader will be available through Montezuma Publishing and some articles and additional readings will be handed out in class. The class meets Thursday’s from 7:00-9:40 p.m. in EBA-341 from August 29 through December 5. The final exam will be on Thursday, December 12 from 7-9 PM.

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<tr>
<th>DATE</th>
<th>TOPIC(S)</th>
<th>ASSIGNMENTS</th>
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<tr>
<td>August 29</td>
<td>Course Introduction and Expectations</td>
<td>Note on Evaluating Case Studies</td>
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<td>Understand the definition of a brand and how a brand is created. Are brands overexposed and what can marketers do to develop a winning brand in an era of the 24/7 brand. We will analyze some TV commercials to determine what are good and bad brand positioning strategies.</td>
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<td>September 5</td>
<td>Developing the Brand and Understanding Brand Equity</td>
<td>Reading: Keller, Chapters 1 &amp; 2 Article: Brands and Branding</td>
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<td>Understand the underlying aspects of developing a brand, the elements that help create a brand and how to create and evaluate brand equity.</td>
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<td>September 12</td>
<td>Brand Positioning</td>
<td>Reading: Keller, Chapter 3 Case: The Gap, Building a Brand Articles: Differentiate or Die, Understanding Brands</td>
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<td>Understand brand positioning, why it’s important, how it is developed and how it serves as the foundation of a company’s marketing effort. Without a clear, effective and dynamic brand positioning, a company’s message and creative don’t stand a chance. We will have a guest speaker.</td>
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September 19  High Tech Brand Management  
Focus on similarities and differences in marketing high tech (and service) company brands. **We will have a guest speaker.**

**Reading:** Winer, Chapter 15  
**Cases:** Tivo  
**Article:** What High Tech Managers Need to Know About Brands

September 26  Managing and Leading Agencies  
Identify what agencies do, how they overlap, how they can add value to the branding process and what your responsibilities are as a client. **We will have a guest speaker.**

**Case:** Dove  
**Article:** The Uninvited Brand to the branding process and what your responsibilities are as a client. **We will have a guest speaker.**

**Planning and Implementing Brand Marketing Programs**

**October 3**  Choosing Brand Elements and Leveraging Secondary Brand Knowledge to Build Brand Equity  
Identify the core elements that help build a brand. Review companies that have done it effectively. How do marketers leverage contextual factors, like country of origin, to build a brand?

**Reading:** Keller, Chapters 4 & 7  
**Cases:** The Pepsi Refresh Project, Coca-Cola on Facebook

**October 10**  Designing Marketing Programs that Build Brand Equity  
Applying the 4 P’s and new perspectives in marketing to brand development. Focus on social media’s impact on branding, highlighting trends and assessing ways that brands can thrive in a 24/7 world.

**Reading:** Keller, Chapter 5  
**Case:** IKEA Invades America  
**Article:** Branding in the Digital Age

**October 17**  Integrating Marketing Communications to Build Brand Equity  
How do you communicate your brand to end customers? What tools are in a marketer’s arsenal and which are right for the task at hand.  
**(Midterm)**

**Reading:** Keller, Chapter 6

**October 24**  Measuring and Interpreting Brand Performance  
How do you track brand performance and what questions are the right ones to ask about the strength of your brand?

**Reading:** Keller, Chapters 8-10  
**Case:** Rosewood Hotels & Resorts: Measuring Lifetime Value
October 31  Designing and Implementing Brand Strategies
What are effective brand strategies and how can you create one for your company? How a brand strategy leads to the development of an integrated marketing plan.

Reading: Keller, Chapter 11
Case: The Clorox Co.: Going Green
Articles: How Customers Think; Brand Asset Management

Brands at Different Stages

November 7  Introducing New Products and Line Extensions
How do you expand and grow your brand? How quickly can you grow? What aspects of your brand can catapult you to success or stop you in your tracks?

Reading: Keller, Chapter 12
Case: Martha Stewart
Articles: Anatomy of Buzz

November 14  Managing Brands Over Time
How to make sure your brand stays relevant over time. Review the pitfalls of shifting brand focus and losing brand momentum and how to get it back. Prioritizing communication elements so they have the most impact on your brand. We will have a guest speaker

Reading: Keller, Chapter 13
Case: Callaway Golf

November 21  Global Branding: Developing a Global Brand and Final Observations
How do you expand a brand globally? How do you think about customers in different markets? How do they evaluate your brand? How do you maintain consistency in your brand’s positioning as you expand into new markets? We will also review some of the key elements of the course prior to the final. We will have a guest speaker

Reading: Keller, Chapter 14
Case: Nike: Building a Global Brand

November 28-29  Thanksgiving Break

No Assignment

December 5  Final Observations: The New Branding Frontier

Reading: Keller, Chapter 15
Case: TBD

December 12  Final Exam

7-9 PM
**Required Text:**

**Strategic Brand Management, Fourth Edition**  
Author: Kevin Lane Keller  
Publisher: Pearson Prentice Hall 2013

**Recommended Texts:**

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<th>Classic Brand Books</th>
<th>New Brand Books</th>
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| **Brand Leadership**  
Author: David Aaker and Erich Joachimsthaler  
Publisher: The Free Press 2000 | **The Brand Bubble**  
Authors: John Gerzema and Ed Lebar  
Publisher: Jossey-Bass (Wiley Imprint) |
| **A Brand New World**  
Author: Scott Bedbury  
Publisher: Viking Press 2002 | **Branding with Brains**  
Author: Tjaco Walvis  
Publisher: Prentice Hall/Financial Times |
| **Emotional Branding**  
Author: Marc Gobe and Sergio Zyman  
Publisher: Allworth Press 2000 | |

**Recommended Readings:**

- **National:** The Wall Street Journal, Business Week, Fortune, Forbes
- **Local:** The San Diego Union-Tribune, San Diego Business Journal, San Diego Daily Transcript
- **New Economy:** Fast Company, Tech Crunch
- **Marketing Magazines:** Ad Age, MediaWeek, AdWeek
- **Marketing Websites:** MarketingProfs.com, MarketingSherpa.com, Mediapost.com, American Marketing Association (marketingpower.com), MarketingNPV.com, MarketingCharts.com, AdAge.com, AdWeek.com (formerly Brandweek), BDN International (www.bdn-intl.com), Brand Channel (www.brandchannel.com), eMarketer.com