

MKTG3224 - Brand Innovation and New Product Strategy

Spring 2017

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Research Links: <https://scholar.google.com/citations?user=8315V2QAAAAJ&hl=en>

About/Brief Bio: <https://www.linkedin.com/in/mktgtheory>

Spring 2017 office hours: M 12:30-1:15pm @ main campus with advanced notice or at other days/times and CCB location by appointment.

Teaching Assistant: contact information will be posted online when it becomes available.

Class Sessions

Online: (On Canvas). Complete anytime up to night before related face-to-face (F2F) session each week. See Canvas modules for more details.

Live (F2F): Tuesdays 9:30am to 10:45 am, Room 132 Friday Building

Course Description: The positioning and storytelling of market offerings—regardless of whether it be a radically brand-new products or centuries old established brands—is one of the most difficult elements of business. This course reviews both foundational knowledge and the latest current innovations on concepts related to strategic (a) brand building of anything (you, celebrities, products, services, processes, ideas, organizations, nations/destinations, etc.) and (b) new product/service ideation that is usually the lifeblood of firms.

Course Objectives: The objectives of this course are to help students know how to:

- (1) Develop compelling brand positioning & storytelling
- (2) Make managerial decisions that take into consideration core concepts and connections in important brand strategy topics such as brand user imagery, brand personality, brand community, and brand relevance vs performance based competition

- (3) Build/craft the core identity—naming, logos, symbols, etc—of new brands and brand extensions
- (4) Use different techniques to create/innovate new market offerings that are both novel *and* useful

Instructional Method: This is a hybrid course consisting of online discussions and exercises and live in-class cases and activities. Usually there is a series of online activities, which include online readings, then videos to watch, and then a reflection exercise and/or quizzes. Then there is a live face-to-face (F2F) class session that discusses the content in greater depth or alternative approaches to the topics led by the instructor through additional cases, exercises, video discussions, etc. Currently, all of the online materials will be posted to Canvas. If there is a change, it will be announced in live class and via email.

Credit Hours: This is a 3 credit hour course.

Readings & Required Textbooks: There are no required purchased textbooks for this class. Required readings will be posted online. Supplemental optional references will also be posted online.

Grading: The final grade will be determined on the following weights:

Weekly Exercises	150 points	15%
Exam 1	250 points	25%
Exam 2	250 points	25%
Exam 3	250 points	25%
Term Project	100 points	10%
Total	1000 points	100%

Final letter grades will be based on the following totals:

900 and above	A
800-899.999	B
700-799.999	C
600-699.999	D
Less than 600	F

Portions of the following paragraph are from the University's *Policies and Procedures for Appeals of Final Course Grades*; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal. It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

Exams: Tentative exam dates are listed on the tentative course calendar at the end of the syllabus. More details will be shared in class during the first class session of the semester.

Term Project: The term project is described in detail in a separate document posted online and discussed during the first live F2F class.

Attendance: Regular, on-time F2F class attendance is required. There are no excused absences in the course regardless of reason; any requests will be ignored or denied. Understanding that at times emergencies, sickness, or unplanned career or university opportunities arise, the first 3 F2F absences are ignored. The 3rd F2F absence (this means 3 of 13 live sessions) will result in a 5% reduction in overall course grade. The 5th absence (this means 5 of 13 live sessions) will result in an additional 10% reduction beyond the first reduction. The 7th absence (this means 7 of 13 live sessions) will result a grade of F, regardless of other scores earned in the class. If you cannot regularly attend live class sessions, it is best to drop the class so others on the waitlist who want to attend the class can enroll in it.

Attendance is taken at each of the 13 live (F2F) class sessions at the beginning of class—it will be available as soon as the preceding class leaves the room (probably around 9:20-9:25). The attendance roll will be at the front of the classroom each live class. There will be

a pen there for you to initial it. It will be put away at 9:35 and no signatures can be added after that time (e.g., at the end of class for those who forgot to initial it or came in later than 9:35)—not signing it counts as an absence so make sure it is signed each week.

Civility: Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

Academic Integrity/Honesty: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

Other Information

Students are responsible for all announcements made in class and on the class online resources. Students should check the online class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only in person and only with the student; student e-mails other than related to scheduling appointments may not be answered by the instructor.

Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes if possible to permit class discussion. If time doesn't permit it, then those questions should be asked during office hours with notice or by other scheduled appointments. Emailed questions will often be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructors may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course that are described above

Tentative Calendar of Major Class Session Themes/Topics

Date	Session Theme
Jan 10	Introductions, Overview + What is a Brand & Benefits of Branding
Jan 17	Brand Personality & Brand User Imagery
Jan 24	Brand Community Strategy
Jan 31	Luxury Brands, Branding People, Celebrities & Endorsements
Feb 7	Services/Education Brands + Govt./Location/Destination Brands
Feb 14	<i>Exam</i>
Feb 21	Strategic Positioning & Emotional Branding
Feb 28	Naming + Symbols + Slogans + Taglines
Mar 7	<i>University Spring Recess – No Classes</i>
Mar 14	Global Branding (Linguistics, Symbols, and Cultural Considerations)
Mar 21	Brand Portfolio Mgmt., Product Line Extensions vs Brand Extensions
Mar 28	<i>Exam</i>
Apr 4	Ethical/Legal Considerations in Branding and New Product Ideation
Apr 11	New Product Ideation Strategy- crowdsourcing approach + customer decision journey and consumer sphere insights + SIT approach
Apr 18	New Product Ideation Strategy – conjoint based prediction part 1
Apr 25	New Product Ideation Strategy - conjoint based prediction part 2
May 2	<i>Exam</i>
May 9	Term Project Elevator Pitches