



**BRAND INNOVATION & NEW PRODUCT STRATEGY**  
**MKTG 3224 | Spring 2019 | W: 7:00-9:45 p.m. | FRIDAY 132**

**Brian Whelan, M.S.**

Office: 290 Friday Building

Phone (mobile): 803.325.4971 / email: [bwwhelan@uncc.edu](mailto:bwwhelan@uncc.edu)

Office Hours: By appointment

**Course Description:**

*“Mass advertising can help build brands, but authenticity is what makes them last. If people believe they share values with a company, they will be loyal to the brand” – Howard Schultz, Retired CEO and Executive Chairman of Starbucks*

*“Your brand is what other people say about you when you’re not in the room” – Jeff Bezos, Founder of Amazon.com*

*“Your brand is the single most important investment you can make in your business” – Steve Forbes, Editor in Chief of Forbes Magazine*

More than ever, organizations are recognizing that the creation of differentiated and enduring brands is a fundamental strategic imperative. Strong brands can help simplify consumers’ decision-making processes, drive loyalty, and build advocacy. Thus, branding is one of the most important investments that organizations can make in their businesses. In this course we explore the theories, frameworks, and concepts that organizations use to create, manage, and grow successful brands. These tools have been used across industries and around the world to help organizations (as well as individuals!) build enduring and profitable brand franchises.

The scope of branding is vast. Accordingly, by the end of the course, successful students will be able to:

- Explain the role of brands, the concept of brand equity, and the advantages of creating and investing in brands
- Understand how companies use brand positioning to build competitive advantage in the marketplace
- Demonstrate the importance of segmentation and targeting for a marketing strategy
- Create a differentiated brand positioning using a strategic brand management framework
- Formulate the intent of marketing communications: setting objectives and defining audiences
- Understand how to carry out the execution of marketing communications: crafting the message and determining where, when, and how the message is delivered
- Develop a brand architecture as a framework to guide the process of change and growth

- Apply the principles of systematic innovation to identify future growth opportunities and build brand equity

Required Course Text: *Strategic Brand Management, Building, Measuring and Managing Brand Equity*. 4<sup>th</sup> Edition. ISBN-13: 978-0-13-266425-7. Author: Kevin Lane Keller.

### Course Assignments

Exams:

Midterm Exam	250 Points (25%)
Final Exam	250 Points (25%)

Projects & Assignments:

Group Project	250 Points (25%)*
Case Studies (5 / 50 Pts. Each)	250 Points (25%)

TOTAL POINTS 1000 points (100%)

\* Applied at the end of the term, based on team assessment of each individual's contribution

Case Studies / Discussions (5 assignments @ 50 points each - 25%): To bring the course concepts and frameworks to life, we will make significant use of actual case studies. Specifically, five cases will be assigned over the course of the semester, with specific questions for you to consider as you read through the case. You are expected to prepare for case discussions by thoroughly thinking through the assigned questions in advance of class and be prepared to discuss them. Each case is worth 50 points.

Class Participation (bonus points) Attendance and active participation are critical to getting the most from this course. Class participation means coming to class prepared to discuss the cases, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. Bonus points for outstanding participation will be awarded to the students at the discretion of the professor.

Group Project (Brand Audit) (25%): Working in teams, students will immerse themselves in an extensive analysis of the consumers, competitors, and strategies of a specific brand. They will develop a comprehensive assessment of the current brand strategy and executional elements used to support that strategy. The final report will integrate research findings to generate marketing recommendations that address specific branding issues. An example of a completed brand audit will be provided in class.

It is important that you read and adhere to the following guidelines, as failure to do so will impact your grade:

- All assignments must be uploaded to Canvas prior to the start of class and a hardcopy must also be handed in on the due date. Failure to comply with both of these requirements will result in a 5-point deduction
- Unless prior approval has been received, a late assignment will be deducted a full letter grade each day, up to 3 days. After 3 days, late assignments will not be accepted and a zero will be given. No exceptions will be made. For the two group projects, late assignments will not be accepted at all.
- All relevant course communications will be posted on Canvas. If you are missing a grade for a particular assignment that you believe you have handed in, contact me immediately.

**Academic Integrity:** All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. 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 F. Copies of the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps-105.html>. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business Statement on Diversity:** The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Disability Accommodations:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Course Outline: The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events:

9-Jan	Brands & Brand Management	Keller: Ch. 1
16-Jan	Customer Based Brand Equity & Positioning	Keller: Ch. 2
23-Jan	Brand Resonance & Brand Value Chain	Keller: Ch. 3
30-Jan	Choosing Brand Elements to Build Brand Equity	Keller: Ch. 4
6-Feb	Designing Marketing Programs to Build Brand Equity	Keller: Ch. 5
13-Feb	Integrating Marketing Communications to Build Brand Equity	Keller: Ch. 6
20-Feb	Leveraging Secondary Brand Associations to Build Brand Equity	Keller: Ch. 7
27-Feb	<b>Mid-Term Exam</b>	
6-Mar	Spring Break--No Class	
13-Mar	Developing a Brand Equity Measurement & Management System	Keller: Ch. 8
20-Mar	Measuring Sources of Brand Equity	Keller: Ch. 9
27-Mar	Designing & Implementing Brand Architecture Strategies	Keller: Ch. 11 (Skip ch. 10)
3-Apr	Introducing & Naming New Products & Brand Extensions	Keller: Ch. 12
10-Apr	Managing Brands Over Time	Keller: Ch. 13
17-Apr	<b>Group Projects</b>	
24-Apr	Course Content Review	
1-May	<b>Final Exam</b>	