

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

MRKT 670

BRAND MANAGEMENT

COURSE DESCRIPTION

Students will analyze the function of brand management as it relates to marketing strategy and decisions. Students will study brand concepts in areas of: building sustainable brands, brand equity and brand management strategies.

RATIONALE

It is imperative that a marketer understands how important brand image is. This includes brand reputation and how, in one word, trust and confidence can be evoked in the consumer's mind. This course supports the overall marketing curriculum by preparing the future marketer to develop brand loyalty and presence in the marketplace.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate a biblical worldview within informatics.
- B. Evaluate brand concepts as they relate to brand equity and effective brand management.
- C. Analyze the role of brand management as it relates to marketing strategy and decision making.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be 500–750 words, demonstrate course-related knowledge, and include at least 2 scholarly references and at least 1 biblical integration. In addition to the thread, the student will reply to the threads of at least 2 classmates. Each reply must be 250–300 words and contain at least 2 scholarly references and at least 1 biblical integration.

- D. Integration of Faith and Learning Paper

The student will write a paper of at least 500 words demonstrating course-related knowledge of brand management. The paper must be in current APA format and include at least 1 biblical integration and at least 2 scholarly references, 1 of which may be the course textbook.

- E. Brand Audit: Proposal

The student will write a proposal of at least 500 words on his or her chosen brand. The proposal must be in current APA format and include a reference list with at least 5 scholarly references in addition to the course textbook.

- F. Case Studies (2)

For each Case Study, the student will write a research-based paper of at least 2,000 words that focuses on the cases assigned and the questions at the end of the cases provided in the textbook. Each paper must be in current APA format and include at least 4 scholarly references in addition to the course textbook and the Bible.

G. Brand Audit: Course Project

The student will write a paper of at least 2,500 words that focuses on his or her chosen brand. The paper must follow the provided template, be in current APA format, and include at least 10 scholarly references (including the course textbook), with 5 of the references being from marketing journals.

H. Exams (2)

The student will complete a Midterm Exam and a Final Exam. The Midterm Exam will cover Chapters 1–7 of the course textbook and the Final Exam will cover Chapters 8–15 of the course textbook. Each exam will be open-book/open-notes, contain 50 multiple-choice, true/false, and short-answer questions, and have a time limit of 1 hour and 30 minutes.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forums (4 at 75 pts ea)		300
Integration of Faith and Learning Paper		50
Brand Audit: Proposal		50
Case Studies (2 at 100 pts ea)		200
Brand Audit: Course Project		200
Midterm Exam	(Modules 1–4)	100
Final Exam	(Modules 5–8)	100
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

MRKT 670

Textbook: Keller, *Strategic Brand Management* (2013).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Keller: ch. 1 1 presentation 1 website	Course Requirements Checklist Class Introductions DB Forum 1	10 0 75
2	Keller: chs. 2–3 1 presentation	Integration of Faith and Learning Paper Brand Audit: Proposal	50 50
3	Keller: chs. 4–5 1 presentation	DB Forum 2 Case Study 1	75 100
4	Keller: chs. 6–7 1 presentation	Midterm Exam	100
5	Keller: chs. 8–10 1 presentation	DB Forum 3	75
6	Keller: chs. 11, 13 1 presentation	Case Study 2	100
7	Keller: ch. 12 1 presentation	DB Forum 4 Brand Audit: Course Project	75 200
8	Keller: chs. 14–15 1 presentation	Final Exam	100
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on **Monday** and ends at 11:59 p.m. (ET) on **Friday**.
Modules/Weeks 2-8 begin on **Saturday** and end at 11:59 p.m. (ET) on **Friday**.