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 <u>not</u> 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 future marketers in developing brand loyalty and presence in the marketplace.

I. **PREREQUISITES**

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. **REQUIRED RESOURCE PURCHASES**

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 lecture presentations

B.   Course Requirements Checklist

After reading the Course Syllabus and <u>Student Expectations</u>, 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 is required to provide a thread in response to the provided prompt for each forum. Each thread must be 500–750 words and demonstrate course-related knowledge and include at least 2 peer-reviewed sources and 1 biblical integration. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 250–300 words and contain at least 2 peer-reviewed sources and 1 biblical integration.

D.   IFL Paper

The student will write a minimum 500-word paper to demonstrate course-related knowledge on brand management. The paper must include a bibliography page in current APA format with at least 2 scholarly references, one of which may include the course textbook.

E.   Brand Paper Proposal

The student must write a minimum 500-word proposal on his/her chosen brand that follows the provided course template. The paper must be in current APA format and include at least 5 scholarly references in addition to the course textbook.

F.   Case Studies (2)

The student will write a minimum 5,000-word research-based paper in current APA format that focuses on the cases assigned and the questions at the end of the cases provided in the textbook. The paper must include at least 4 scholarly references in addition to the course textbook and the Bible.

G.   Brand Audit: Course Project

The student is required to write a minimum 2,500-word paper in current APA format that focuses on his/her chosen brand. The student must follow a provided template and must include at least 10 scholarly references, with 5 of the references being form Marketing Journals. The paper must include a bibliography page.

H.   Exams (2)

The student will complete a Mid-Term Exam and a Final Exam in this course. Each exam is cumulative and will cover the Reading & Study material for the previous assigned modules/weeks. Each exam will be open-book/open-notes, contain 50 multiple-choice, true/false, and short answer questions, and have a 1 hour and 30-minute time limit.

VI.   COURSE GRADING AND POLICIES

A.   Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 75 pts ea)	300
IFL Paper	50
Brand Proposal	50
Case Studies (2 at 100 pts ea)	200
Brand Audit: Course Project	200
Mid-Term Exam (Modules 1–4)	100
Final Exam (Modules 5–8)	100
Total	1010

B.   Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

C.   Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1.   Late assignments submitted within one week of the due date will receive a 10% deduction.

2.   Assignments submitted more than one week late will receive a 20% deduction.

3.   Assignments submitted two weeks late or after the final date of the course will not be accepted.

4.   Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

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.

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Textbooks: Keller, K.L. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (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	IFL Paper Brand Paper 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	Mid-Term 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: ch. 14–15 1 presentation	Final Exam	100
		TOTAL	**1010**

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.