VIC6316 Brand Management

Fall 2016
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Course Introduction

Why do some brands have such loyal followers? Why do some brands fade away quickly? How does branding influence consumer behavior? How does one develop a strong brand? How can the value of a brand be measured? How does a successful brand leverage its equity? How does a company develop and fit together a brand portfolio? How should brands be managed over time and across different geographic areas? Finally, how can social media be used effectively in the brand management process? This course is designed to explore the concepts and tools that will help you answer these questions.

Brands are among the most valuable assets of a company. A strong brand can have a significant impact on consumer purchasing decision by communicating the value of and providing differentiation for products and services. Thus, effective brand management is critical to maintaining the long-term profitability of products and services. While branding is both an art and a science, there are certain patterns and predictability of branding activities that greatly increase the odds of success. Becoming familiar with the relevant theories and models of branding can help managers make better branding decisions. With the arrival of many interactive communications tools, there are also growing challenges as well as opportunities in the process of branding.

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments. Because of the importance of digital marketing and social media management in the process of branding, concepts and practices in these areas are discussed throughout the four modules. Additional emphasis is placed on market intelligence and data analytics as they become critical tools for brand success.

In terms of delivery, note that the content of this course is presented through three types of course materials: 1) lectures that focus on specific brand concepts and theories; 2) readings, webinars, and examples that help you grasp the concepts discussed; and 3) regular Twitter postings and occasional web links that showcase recent brand applications and trends. Please make sure that you read the Twitter articles regularly. This is the primary method for me to deliver the information about current branding practices and development.

Course Objectives

At the conclusion of this course, the successful student will be able to:

- ✓ Define the main concepts and explain the purpose of branding.
- ✓ Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.

✓ Describe the process and methods of brand management, including how to establish brand identity and build brand equity.

✓ Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media.

✓ Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.

✓ Compose, assess, and incorporate individual input to produce effective team project output.

Course Content

The content of this course is divided into four learning modules:

- Module I: Understanding Brand

  This module gives a basic overview of branding. It covers what a brand is, why brands matter, characteristics of strong brands, and other fundamental concepts of branding. This module aims to familiarize the students with the key conceptual foundations of developing and managing a strong brand. Upon concluding this module, the student will be able to:

  ✓ Describe the characteristics of a brand
  ✓ Define the main concepts of branding
  ✓ Explain the purpose of branding
  ✓ Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.

- Module II: Developing Brand

  This module introduces the process of crafting a brand. It covers ways of developing brand elements, creating brand associations, and introducing a new brand, and designing marketing/marketing communications programs that effectively communicate the desirable brand identity to target markets. Upon concluding this module, the student will be able to:

  ✓ Describe the process and methods of developing brand elements
  ✓ Explain the reasons and process of developing brand associations
  ✓ Identify effective marketing and marketing communications strategies, including the use of social/digital platforms
  ✓ Design marketing and marketing communications programs that build brand equity

- Module III: Evaluating Brand

  This module reviews the methods of measuring and interpreting brand performance. It covers typical approaches of assessing brand equity, especially from a consumer perspective. It also offers both qualitative and quantitative tools for measuring brand image and strength. Upon concluding this module, the student will be able to:

  ✓ Describe the process and methods of measuring brand performance
  ✓ Interpret basic quantitative and qualitative brand performance data
  ✓ Understand various marketing intelligence acquisition methods
  ✓ Propose brand evaluation plans

- Module IV: Managing Brand

   The final module focuses on the stewardship and management of brands over time, geographic areas, and market segments. It covers the strategies for more established brands as they attempt to grow and stay relevant over time by examining the concepts/tools in brand extensions, consumer-brand relationships, strategic alliances, brand portfolios, global branding, and brand repositioning/revitalization. Upon concluding this module, the student will be able to:

   - ✓ Describe the main concepts and tools for managing brands over time, geographic areas, and market segments
   - ✓ Formulate effective branding strategies for both consumer and business products/services
   - ✓ Analyze new product development and brand extension programs based on market information

Course Format and Policy

This is a web-based course. We will meet online and all course materials will be distributed via the UF eLearning system. The course will include a combination of PowerPoint lectures, forum discussions, case briefs, a simulation, individual and group branding assignments, and module quizzes. It is extremely important that you set aside a block of time every week to work on exclusively the readings/lectures/assignments for this course. You should treat it like an in-person class in terms of the time commitment and efforts.

No extra credit projects will be available. All assignments, including the group project, are due at the specified dates. Any assignment turned in late will be assessed penalty points per calendar day. Additionally, with respect to assignments, it is assumed that you will present them professionally. This means that you will use proper grammar, word usage, spelling, and content organization. Finally, academic honesty is expected on all assignments and exams. Cheating of any kind will not be tolerated.

Finally, this course will use some real-life cases to help students enhance their critical thinking and decision-making ability within actual business settings. The cases will be analyzed and discussed by students via an online discussion board. Specifically, students will be asked to explain and defend their positions on the issues raised by the case. Note that the class will be searching for the best options for the company, not necessarily a single "right" answer. Also, the key is not to come up with the right answer to a case, but to analyze the information carefully and come up with solid recommendations that are backed up by the data. To be able to make insightful contribution in discussions, the case should be reviewed at least twice, with particular attention paid to the facts and causes of the situation, the decisions faced by the company's executives, and the viable options open to them in order to achieve their goals.

You are expected to contribute regularly to the class discussion board/forum. You don't have to write long posts, but insightful, thoughtful, and well-reasoned posts. The key issue is one of quality, not quantity. Your regular review of news/articles/reports posted through Twitter is essential for learning about current branding practices.

Learning Resources

Learning Materials
   1. *Strategic Brand Management* (4th edition), Kevin Lane Keller, Prentice Hall, 2012.
   2. Cases, readings, and simulation materials available at Harvard Business Publishing
   3. Marketing/Brand Intelligence page on the course site and research resource page for VIC6316 available at http://businesslibrary.uflib.ufl.edu/vic6316

4. @UFBranding: Please sign up to follow my class Twitter account @UFbranding to learn what's new in the branding world. Your comments regarding the Twitter feed will be part of the online participation grade.

Useful Trade/Industry Readings
- www.adage.com
- www.adweek.com
- www.adage.com/section/american-demographics/195
- www.brandchannel.com
- www.thinkwithgoogle.com

Grade Components

Individual-Based Performance (65%)

5%	Strategic Branding using Data Analytics Simulation
6%	Personal Branding Assignment
8%	Brand-Person Relationships (BPR) Interview Assignment
10%	eLearning Discussion and Participation
12%	Case Briefs and Discussions
24%	Quizzes

Team-Based Performance (35%)*

15%	Brand Audit Preliminary Report
20%	Brand Audit Final Report

Final Letter Grades and %

A	94-100%
A-	90-93.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
F	under 60%

*Doctoral students enrolled in this course are required to complete a brand related original study instead of the brand audit team project. In other words, doctoral students will perform all individual-based tasks (65%). The other 35% grade will be based on paper specific tasks, including 10% for research proposal and 25% for final paper.

Other Information

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Additional Information about the Honor Code: The students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code. You can review UF's academic honesty guidelines in detail at:
http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php

Course Schedule

Please refer to the eLearning course schedule and due dates for weekly course content, required readings, and discussion/assignment due dates.