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Honor Code   [(https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)

DSO Accommodation   [(https://drc.dso.ufl.edu/)](https://drc.dso.ufl.edu/)

Syllabus (PDF)

Course Requirements

See below for all required course activities and assignments.

Course Summary:

Date	Details	
Fri Aug 24, 2018	📝 **Module 1.1 discussion** [(https://ufl.instructure.com/courses/355387/assignments/3591643)](https://ufl.instructure.com/courses/355387/assignments/3591643)	due by 11:59pm
	📝 **Self Introduction** [(https://ufl.instructure.com/courses/355387/assignments/3591644)](https://ufl.instructure.com/courses/355387/assignments/3591644)	due by 11:59pm
Fri Aug 31, 2018	📝 **Case brief 1: White Dog Cafe and Brand Identity** [(https://ufl.instructure.com/courses/355387/assignments/3591642)](https://ufl.instructure.com/courses/355387/assignments/3591642)	due by 11:59pm
Sun Sep 2, 2018	📝 **Group activity - island and 5 brands** [(https://ufl.instructure.com/courses/355387/assignments/3591641)](https://ufl.instructure.com/courses/355387/assignments/3591641)	due by 11:59pm

Date	Details	
Fri Sep 7, 2018	**Personality assessment reflection** (https://ufl.instructure.com/courses/355387/assignments/3591640)	due by 11:59pm
Sun Sep 9, 2018	**Personal Branding Individual Assignment** (https://ufl.instructure.com/courses/355387/assignments/3591650)	due by 11:59pm
Fri Sep 14, 2018	**Module 2.1 discussion** (https://ufl.instructure.com/courses/355387/assignments/3591639)	due by 11:59pm
Sun Sep 16, 2018	**Quiz 1** (https://ufl.instructure.com/courses/355387/assignments/3591631)	due by 11:59pm
Sun Sep 23, 2018	**Brand-Person Relationships Individual Assignment** (https://ufl.instructure.com/courses/355387/assignments/3591648)	due by 11:59pm
Fri Sep 28, 2018	**Case brief 2: Under Armour and Targeting Campaigns** (https://ufl.instructure.com/courses/355387/assignments/3591637)	due by 11:59pm
	Module 2.3 discussion (https://ufl.instructure.com/courses/355387/assignments/3591638)	due by 11:59pm
Sun Oct 7, 2018	**Quiz 2** (https://ufl.instructure.com/courses/355387/assignments/3591629)	due by 11:59pm
Fri Oct 12, 2018	**Case brief 3: AccorHotels and Customer Journey** (https://ufl.instructure.com/courses/355387/assignments/3591636)	due by 11:59pm
Sun Oct 21, 2018	**Brand Audit Preliminary Report** (https://ufl.instructure.com/courses/355387/assignments/3591647)	due by 11:59pm
Sun Oct 28, 2018	**Simulation Assignment - Strategic Branding with Data** (https://ufl.instructure.com/courses/355387/assignments/3591651)	due by 11:59pm
Sun Nov 4, 2018	**Quiz 3** (https://ufl.instructure.com/courses/355387/assignments/3591630)	due by 11:59pm
Fri Nov 9, 2018	**Module 4.2 discussion** (https://ufl.instructure.com/courses/355387/assignments/3591635)	due by 11:59pm
Fri Nov 16, 2018	**Case brief 3: Swiss Army and Diversification** (https://ufl.instructure.com/courses/355387/assignments/3591634)	due by 11:59pm
Sun Dec 2, 2018	**Quiz 4** (https://ufl.instructure.com/courses/355387/assignments/3591632)	due by 11:59pm

Date	Details	
Sun Dec 9, 2018	**Brand Audit Final Report** **(https://ufl.instructure.com/courses/355387/assignments/3591645)**	due by 11:59pm
Mon Dec 10, 2018	**Brand audit peer evaluation** **(https://ufl.instructure.com/courses/355387/assignments/3591646)**	due by 11:59pm
	Overall class participation **(https://ufl.instructure.com/courses/355387/assignments/3591649)**	due by 11:59pm

Course Overview

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 and mobile 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 that give consumers more control, 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 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 basic brand concepts and theories; 2) readings, videos, and examples that help you grasp the concepts discussed; and 3) regular Twitter postings and occasional online materials distributed via announcements 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.

By the end 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.

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 the concepts in a 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 desired 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 for and the process of developing brand associations
- Identify effective marketing communication 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 to 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 material required for this class includes:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition, by Kevin Lane Keller

2. Coursepack from **Harvard Business Publishing** **(https://hbsp.harvard.edu/import/553390)** (click to purchase the coursepack online at HBP. Please do not share your HBP account as your simulation assignments will be graded individually)

3. Resources available from the UF online library as listed in **Market/Brand Intelligence Resources (https://ufl.instructure.com/courses/355387/pages/market-slash-brand-intelligence-resources)**

This is an asynchronous e-learning course. Its content includes a combination of PowerPoint lectures, forum discussions, online simulations, individual and group branding assignments, module quizzes, and case analyses.

No extra credit projects will be available. All assignments, including the group project, are due at the specified dates by 11:59 pm. Any assignment turned in late will be assessed penalty points per calendar day. No late assignments will be accepted after 48 hours. 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. Academic honesty is expected on all assignments and exams. Cheating of any kind will not be tolerated.

For the case analysis assignments, you will be asked to explain and defend your positions on the issues raised by the case. Most likely there isn't a single right answer to a case question. Your job is to analyze the information carefully and come up with solid recommendations that are backed up by the data. To be able to make insightful contributions 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.

Requirements & Grading

Personal Branding Assignment.

For this individual assignment, you will apply branding concepts by evaluating your own personal brand. You will develop a personal positioning statement; perform an assessment of your identity (how you see yourself) and image (how others see you); and analyze the interesting results for useful implications.

Brand-Person Relationships Interview Assignment.

The Brand-Person Relationship Interview will require you to interview a family member or friend in order to gain an understanding of this person's relationships with brands. You will explore the person's important life experiences as they relate to their brand experiences and their relationships with various brands. After conducting the personal interview, you will analyze how your subject's life experiences/stages, identity, motives, generational cohort, and interpersonal style of relating might play a role in his/her brand choice and usage.

Strategic Branding with Data Analytics Simulation

This single-player online simulation is designed to help you understand the power of data analytics in decision-making for a marketer. You will act as the brand manager for a laundry detergent and are tasked to turn around the brand's performance by using analytics to assess current issues and determine the best strategy for improving performance. You will be asked to predict market demand, set price, make product decisions, determine the promotional spending strategy, and communicate your strategy to managers effectively. The simulation makes use of actual consumer data and will take around two hours to complete.

Case Briefs and Discussions.

This course will use some real-life cases to help enhance your critical thinking and decision-making ability within actual business settings. The cases will be analyzed by you in advance in a case brief format and discussed in the discussion boards. Specifically, you will be asked to identify and defend your answers on the questions 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 answers that are backed up by the data. To be able to make insightful contributions 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. The specific list of questions for each case is posted in the corresponding eLearning discussion forum.

Quizzes.

There will be four quizzes throughout the semester. These quizzes will reflect the content of lectures and, especially, assigned readings. Not all of the reading material will be covered in lectures and not all of the class material will come from the readings. The quizzes will be timed (one hour) so it is essential that you are very familiar with your reading materials as there will be limited time for you to consult the textbook during the timed quiz. No make-up quizzes will be given unless you have a written excuse from your health care provider.

Please also sign up to follow the 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.

**There might be optional extra credit opportunities as determined by the instructor.*

Brand-Audit Preliminary Report.

Overview: For this major semester project, you will be working in teams to conduct the so-called "brand audit" for a real brand. The goal of the brand audit is to understand a brand's current situation, assess its sources of brand equity, and suggest ways to improve and leverage that brand equity. Thus, your team will need to conduct both comprehensive summaries of the brand's marketing and branding programs to assess the brand's current position in the market place and primary consumer research to identify potential opportunities for brand expansion or threats to brand image. You can then recommend an effective set of branding strategy and implementation plan based on these analyses. The preliminary report is the first phase of the audit and serves as a guide for the final project. For this report, your team will focus on conducting a preliminary assessment of your brand's product market, consumers, and marketing programs, and proposing a plan to gather information from the target market.

Brand Audit Final Report.

Overview: After your team has received feedback on your preliminary report, you can begin to finalize your brand audit. The brand audit is comprised of four main components: the brand inventory, the brand exploratory, the proposed brand positioning/identity, and the recommended branding plan. You will integrate the revised preliminary report into the final audit report, conduct the primary consumer study, and complete the final comprehensive brand audit report with proposed brand identity and recommendations.

Final grades will be determined as follows:

Individual-Based Performance*

6%   Personal Branding Assignment

8%   Brand-Person Relationships Interview Assignment

10%   Online Participation (module discussions, etc.)

5%   Strategic Branding with Data Analytics Simulation

12%   Case Briefs and Discussions

24%   Quizzes

Team-Based Performance*

15%   Brand Audit Preliminary Report

20%   Brand Audit Final Report

*Any assignment turned in late will be assessed penalty points per calendar day. No late assignments will be accepted after 48 hours.

Grade	Percentage
A	94% and above
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%