

# BRAND MANAGEMENT

COLLEGE OF JOURNALISM AND COMMUNICATIONS

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## OVERVIEW

**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 the means of building, measuring, and managing 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 all modules to address the significant changes in brand management in the digital era. Additional emphasis is also 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 and textbook 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, supplementing the more basic materials delivered in the lectures and textbook.



# COURSE DESIGN

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

Module I: Understanding Brand

Module II: Developing Brand

Module III: Evaluating Brand

Module IV: Managing Brand

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 a 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 material required for this class includes:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, by Kevin Lane Keller.
2. Coursepack from Harvard Business Publishing

This is an asynchronous e-learning course. Its content includes a combination of PowerPoint lectures, forum discussions, online simulation, individual and group branding assignments, module quizzes, and case analyses. Updated current materials are included in the required readings to supplement the recorded lectures.



## COURSE ASSIGNMENTS

In addition to four quizzes, you will have four assignments for this course. They include:

- Personal branding assignment: applying branding concepts by evaluating your own personal brand
- Strategic marketing simulation (team-based): launching a new product with online marketing/branding decisions
- Case briefs and discussions: analyzing real-life cases and discussing them in online forums
- Brand audit project (team-based): conducting a brand audit for a real brand with your team

Grade composition:

- 7% Personal Branding Assignment
- 15% Module Discussions (5 posts)
- 10% Strategic Marketing Simulation
- 12% Case Briefs and Discussions (3 cases)
- 24% Quizzes (4 quizzes)
- 5% Preliminary brand briefing
- 25% Final Brand Audit Report
- 2% Class Activity and Participation