

VIC6316 Brand Management

Fall 2022

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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 and consumer segments? Finally, how can social/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 prevalence 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 consumer research as they become critical tools for brand success.

You will learn in three ways here: 1) through lectures and textbook that focus on basic, evergreen brand concepts and theories; 2) through readings and examples to help you grasp the concepts presented with additional explanations and more recent applications; and 3) through cases, relevant discussions, simulation practice, and a branding project that give you the opportunities to learn deeper by analyzing and doing what you acquired from the materials.

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 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 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, especially in the digital era. 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 major marketing/brand intelligence acquisition methods and analytics
- 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
- Understand the key issues and trends in brand management going forward

Learning Resources and Formats

Textbook/course material required for this class includes:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, by Kevin Lane Keller. Any format (ebook, hard copy, etc.) will work for this textbook.
2. Coursepack from Harvard Business Publishing
3. Resources available from the UF online library as listed in Market/Brand Intelligence Resources.

This is an asynchronous e-learning course. Its content includes a combination of video lectures, forum discussions, online simulation, individual and group branding assignments, class activities, module quizzes, and case analyses. While the recorded video lectures focus more on basic concepts and theories, the "Cases & Applications" section is especially designed to give you concrete and more up-to-date examples of the concepts presented in the lecture videos.

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/info from the case and readings. 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 same thoughtful analysis with concept applications and relevant examples should be used for module discussions. It is perfectly fine to be innovative in your analysis/proposed solutions, providing that you always use the market intelligence/data to back them up.

Grade Components

Individual-Based Performance (60%)

6%	Personal Branding Assignment
18%	eLearning Discussion and Participation
12%	Case Briefs and Discussions
24%	Quizzes

Team-Based Performance (40%)*

10%	Strategic Branding Simulation
5%	Brand Audit Preliminary Briefing
25%	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.