



TEXAS A&M UNIVERSITY
SAN ANTONIO

MBA 5165-001

Brand Management CRN: 24303

Department of Management and Marketing,
College of Business

Course Syllabus

Class Meeting Time and Place:

Fridays 5:45 pm - 9:45 pm, BLH 155

Class Duration:

3/2-4/3

Instructor:

Dr. Arne Baruca

Office: CAB 434 D

Tel: 210-784-2321

E-Mail: arne.baruca@tamus.edu

Student emails will receive a reply within one business days.

<https://tamus.blackboard.com/>

Course Website:

R @ 10:00 am - 11:00am, 12:30 pm-2:00 pm, & 3:30 pm -5:30 pm

Office Hours:

Mondays during this MBA term 4:30pm-5:30pm

And by WeBex appointment W from 11:00 am – 2:30 pm

Catalog Course Description: This course is designed to provide an understanding of how to manage a brand or product, with a focus on understanding the concepts underlying brands and branding. Understanding begins with the idea that even the most skillful marketer cannot make customers buy things that they don't need or want. Hence, we will focus on issues related to customer behavior and customer decision making, especially as it relates to building relevant products and services, and developing product and/or service adjustments or extensions. This course is designed to build on and apply the conceptual tools obtained in the core marketing courses.

Course Objectives:

The objective of the Brand Management class is to give you a fundamental understanding of how to build, measure, and manage a brand. this course addresses important branding decisions faced by organizations in today's competitive business environment.

Prerequisites: Must be enrolled in the Graduate program.

Student Learning Outcomes:

When you have completed this course, it is expected that you will:

1. Understand the role of brands, the concept of brand equity, and the advantages of creating strong brands
2. Understand the ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary associations
3. Understand alternative branding strategies and how to devise brand hierarchies and brand portfolios
4. Understand the role of corporate brands, family brands, and individual brands, and how to combine them into sub-brands
5. Be able to create a relevant, resonant brand from nothing

AACSB Assessment:

The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Required Materials:

- **Textbook:** Core Curriculum Readings for Marketing edited by Sunil Gupta and published by Harvard Business Publishing. The readings are available on the following link (the link is also available in the Content Area on Blackboard): <https://hbsp.harvard.edu/import/986622>
- **Blackboard:** Connect to <http://tamusa.blackboard.com>.
- **Time:** You are expected to spend 6-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignment/exams are due.
- **Other Recommended / Reading Materials:** Additional readings for the class will be uploaded on the Content area on Blackboard.

Course Requirements every student must fulfill in order to succeed in course:

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exam early in the semester.
4. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.
5. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
6. Students should remember that online and hybrid courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online courses, students should keep current on class recordings, if not attending the live class (either in person or online).
8. For online asynchronous courses, there will be no online class sessions. All materials will be made available through Blackboard or through online links.
9. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.

Grading Policy: The final course grade will be based on your performance on the quizzes, exams, assignments and class participation using the following weights:

| | |
|---------------------------------------|-------------|
| Participation | 10% |
| Quizzes | 20% |
| Assignments/Discussions on Blackboard | 20% |
| Group Case presentation | 15% |
| Exam | 15% |
| Group Project | 20% |
| Total | 100% |

The final letter grades will be assigned as follows: Above 90% \Rightarrow A; 80 – 89% \Rightarrow B; 70 – 79% \Rightarrow C; 60 – 69% \Rightarrow D; Below 60% \Rightarrow F.

Examinations and Quizzes: An exam will be given during the semester to measure comprehension and application of the course material. Being absent for an exam will result in a grade of zero for that exam and may result in a fail grade in the course. Also, quizzes are going on the reading material are going to be administered on a weekly basis throughout the semester to evaluate comprehension of course content.

Case studies: Several case studies will be assigned throughout the semester and presented by each group.

Individual Assignments on Blackboard: Various assignments based on additional material will be posted on Blackboard.

Group Project

At the beginning of the semester students will be assigned into groups. The group project will focus on re-positioning an existing brand. No two groups can use the same brand, and assignment of a brand to a group will be based on which group first requests the brand as determined by the date and time of an email request. Verbal requests will not count. The chosen brand should be one that will benefit from re-positioning, as indicated in Presentation #1 below.

Presentation #1 (Brand Audit) In the first presentation each group will provide a critical assessment of a current brand. The goal of this presentation is to convince its audience that the brand is in need of repositioning. This should be achieved by presenting either weaknesses of the brand, or missed opportunities, or more likely -- both. Presentation #1 will account for 35% of the Group Project Grade.

Presentation #2: In the second presentation, each group will propose a strategy to re-position the brand presented in the first presentation. The strategy should utilize knowledge gained during the course of the semester, suggesting a reasonable and professional strategy to strengthen the brand and propose measurable results due to the re-positioned brand. Presentation #2 will account for 65% of the Group Project Grade.

The objective of this group project is for students to work together to think critically and exhibit evidence of knowledge gained during the semester. Students will have the opportunity to evaluate other members of his or her group. Each student's grade will be based on a combination of the Professor's assessment of the overall group project and the effort made by each individual student. The grade for individual effort will be informed by both the Professor's observations and the evaluations and feedback of other group members. Additional information will be provided as the semester unfolds.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

Class conduct and civility code: Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during video sessions and discussions online, including the following:

1. Attendance may be taken by an appropriate method by the instructor.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned OFF.
6. For any questions about the exams and assignments, a student should contact the instructor, well in advance of the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 2 business days (Monday-Friday).
8. All assignment submissions must be uploaded as instructed by the due date and time. Submission window may close or marked late, even if late by one second.

Anyone violating these policies may be subject to disciplinary actions.

Class attendance and Participation: A vital part of every student's education is regular attendance of class meetings (for face-to-face/hybrid classes/online synchronous classes) or regular review of class materials posted by the instructor for asynchronous classes. Any absences tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Class participation is highly encouraged as it makes the class more interesting and enhances the learning experience. Students are strongly encouraged to ask questions, participate in class discussions and problem solving, and visit/contact the instructor during office hours in case of questions or concerns. Good attendance and participation will be rewarded when final grades are assigned.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important, and may vary considerably based on student background. However, a minimum of two hours of work outside the class is expected for every one hour of class period per week. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.