

**School of Business and economics**

**Department of Marketing and International Business**

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| **Course Name** | **Strategic Brand Management** |
| **Course Code**  **& Section No.** | **MKT465** |
| **Semester** | **SPRING 2020** |

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| **Instructor Name** | ZARJINA TARANA KHALIL |
| **Office** | 720 A |
| **Office Hours** | ST 11:20-12:50, MW 9:40-11:10, 2:30-3:30 |
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| **Department** | Marketing and International Business |
| **Links** | North South University Website: <http://www.northsouth.edu>  School Webpage:  Department Webpage:  **WEBSITE: ztkresources.weebly.com** |

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| Course and Section Information | |
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| **Class Time & Location** | **MW 11:20-12:50**  **NAC506** | |
| **Course Prerequisite(s)** | MKT202, MKT344, MKT 337 | |
| **Course Credit Hours** | 3.0 | |
| **Course Description** | Branding is the strategic process of organizing marketing activities around the introduction, promotion and optimization of brand portfolios. Building and maintaining brand equity is a top priority of high performing companies since strong brands are an intangible asset. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This requires an essential set of skills as the process is risky. The course is even more pertinent for us as the discipline is becoming more acute in Bangladesh context. This course provides students with insights into how profitable brand strategies can be created through a blend of marketing theory and practice in the global and local corporate perspective. | |
| **Course Objectives** | Upon completion of the course, students will have a better appreciation of the role of brands in customer decision making and in creating shareholder value. They will be more fluent with the core principles underlying a consumer centric approach to brand strategy, and more acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brands. With exposure to various case studies and examples in both local and global context, the module will enable the students to apply creative and critical strategies and tactics involved in developing, positioning, leveraging and managing a brand. | |
| **Student Learning Outcomes** | On successfully completing this course, students will be able to  CO 1. Comprehend the significance of brands and their role within the corporate context  CO 2. Demonstrate a clear understanding of brand elements and their relation to brand positioning  CO 3. Categorize and arrange brands as part of brand architecture  CO 4. Compare and adapt brands in local and global context  CO 5. Analyze specific problems and challenges in brand management, and design practical solutions to these problems  CO 6. Display effective communication and team building skills | |

**Mapping of Course Outcomes with Program Outcomes, Delivery Methods and Assessment Strategies**

**(\*\*\***The assessment tools may vary from department to department in terms of number of exams, assignments, projects and quizzes)

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|  | **Course Outcomes (CO)** | **Bloom’s taxonomy**  **domain/level**  *(***C***: Cognitive*  **P***: Psychomotor*  **A***:Affective)* | **Delivery methods**  **and activities (faculty members can choose any number of tools)** | **Assessment**  **tools**  **(faculty members can use any number of tools)** |
| **CO-1** | Comprehend the significance of brands and their role within the corporate context | **C2** | |  | | --- | | Lecture, Video  Discussion | | |  | | --- | | Quiz, Assignment | |
| **CO-2** | Demonstrate a clear understanding of brand elements and their relation to brand positioning | **A2** | |  | | --- | | Lecture, in-class group discussion,  Videos | | Groupwork   |  | | --- | | Midterm exam, Assignment | |
| **CO-3** | Compare and contrast brands to differentiate them in brand architecture | **C4& P1** | Lecture,  Discussion   |  | | --- | |  | | Class work,  Quiz, Assignment, Final Exam |
| **CO-4** | Compare and integrate brands in local and global context | **C4, A4** | Lecture,  Video, cases and readings,  Discussion | Concept, Demonstration,  Quiz, Assignment, Final Exam |
| **CO-5** | Analyze specific problems and challenges in brand management, and identify practical solutions to these problems | **C4, P1** | Lecture  Video  Cases and readings, discussion | Assignment, Final Exam |
| **CO-6** | Demonstrate effective communication and team building skills | **A3** | Lecture  Demonstration | Individual and Group presentations |

Cognitive domain (knowledge-based): **C**

1: Knowledge, 2: Comprehension, 3 Application, 4 Analysis, 5: Synthesis, 6: Evaluation

The affective domain (emotion-based): **A**

1: Receiving, .2: Responding, 3: Valuing, 4: Organizing, 5: Characterizing

The psychomotor domain (action-based): **P**

1: Perception, 2: Set, 3: Guided response, 4: Mechanism, 5: Complex overt response, 6: Adaptation,   
7: Origination

**RECOMMENDED TEXT(s) – Primary and Supplementary**

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| **Author** | **Title** | **Edition & Year** | **Publisher** |
| Kevin L Keller | Strategic Brand Management: Building, Measuring and Managing Brand Equity | 4th, 2015 | Pearson. (South Asian ed) |

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| Teaching Strategy |

The course will include two mid-terms and one final exam. Additionally, students will be assessed through other tools like quizzes, cases and individual assignments. Classes will include lecture delivery and videos. Due to the dynamic nature of the course, students should also be prepared for extra reading materials which will be provided by the instructor.

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| Assessment Strategy and Grading Scheme | |
| Your performance in ALL the exams determines your grade. The points are distributed in the following manner: | |
|  | **Points** |
| **MIDTERM** | **20%** |
| **Quizzes/Group Quiz** | **10%** |
| **Final Exam** | **25%** |
| **Individual assignment** | **15%** |
| **Term paper + presentation** | **25%** |
| **Attendance** | **5%** |
| **Total** | **100 (100%)** |

NSU’s grading and performance evaluation policies will be followed in assigning your grade. Please note that all final grades are subject to departmental review and approval.

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| Classroom Rules of Conduct |

1. The ground rule for our class is respectful, open communication. We have many things to learn from one another. Every single question is appreciated!
2. When you come to the class, you become part of a learning community. Please be conscious of your community role, and work toward creating a healthy learning atmosphere in the class.
3. Don’t chat during the class. If you have to, then feel free not to attend the class at the expense of your attendance for the day. Inability to refrain from unnecessary, disruptive chatting may result in a request to leave the classroom.
4. If you have to leave the class when it is in progress, sit near the door and leave silently.
5. While in class, please switch off your cell phone. Inability to do so may result in some penalty.
6. You must seek permission before using any sort of electronic gadget in the class such as a laptop. Use of such gadgets for purposes other than note-taking during lectures is strictly prohibited.
7. Limit your eating while the class is in progress. Eat during the breaks.
8. **Academic Integrity Policy:**The School of Business and Economics does not tolerate academic dishonesty by its students. At a minimum, you must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications. You are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences. Please refer to NSU Code of Conduct at http://www.northsouth.edu/student-code-of-conduct.html

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| Exams and Make Up Exams Policy | | |
| Please note:   * You must come prepared for all your exams. * You must come on time. * Being late does not necessarily guarantee that you are going to get extra time for writing your tests and exam. * You must bring your own pencil, pen, eraser, calculator and any other permitted items that you may need and you are allowed during the tests and exam. * All cell phones must be switched off. * Any deviation from the standard procedures will not be taken lightly. * Any unfair means adopted in the tests and exam will be seriously dealt with. * Academic misconduct or failure to comply with NSU Examination Code of Conduct may result in F. | | |
| Attendance Policy | | |
| Attendance is imperative for overall performance of the course. | | |
| Communication Policy | | |
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| Tentative Course Contents and Schedule |  |

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| **Lesson** | **Topic** | **Learning activity** | **Assessment tools** | **Learning outcome** |
| 1 | Introduction to branding | Discussion | Discussion | **CO 1** |
| 2 | Introduction to branding: What are brands and brand elements | Ch. 1  Lecture | Mid-term  Individual assignment | **CO 1** |
| 3 | Customer based brand equity | Ch. 2  Lecture | Mid-term |  |
| 4 | Brand Positioning | Ch. 2  Lecture | Mid-term , Individual assignment, group project | **CO 2** |
| 5 | Brand resonance Pyramid | Ch. 3  Lecture, discussion, | Classwork, mid term | **CO1** |
| 6 | Brand value chain | Ch. 3  Lecture, case | Case  Mid term | **CO1** |
| 7 | Brand elements  to build equity | Ch. 4  Lecture, videos | Mid-term , Individual assignment, group project | CO2 |
| 8 | Marketing programs to build brand equity | Ch. 5  Lecture, videos | Mid-term , Individual assignment, group project | CO2 |
| 9 | **MIDTERM** | | | |
| 10 | IMC tools for brand equity | Ch 6  Lecture, videos | Mid-term , Individual assignment, group project | **CO 5** |
| 11 | IMC tools for brand equity | Ch 6  Cases and videos | Case solving | **CO5** |
| 12 | IMC tools for brand equity: activations | Ch 6  Cases | Brand activation case solving classwork | CO2 |
| 13 | Secondary associations for brand equity | Ch 7  Lecture and videos | Mid-term and group project | CO1 |
| 14 | Brand Architecture and Hierarchy | Ch 11  Lecture and discussion | Mid-term and group project | CO3 |
| 15 | Brand Architecture and Hierarchy | Ch 11  Journal papers | Question and answer session on journals | CO3 |
| 16 | Brand Extensions | Ch 12  Lecture | Exam and group project | CO3 |
| 17 | Brand Extensions | Ch 12  Cases and discussion | Exam and group project | CO3 |
| 18 | Global branding | Ch 14  Lecture, journal paper | Exam and group quiz | CO4 |
| 19 | Global grand | Case Discussion | Group quiz | CO4 |
| 20 | **COURSE REVIEW AND GUIDELINES FOR PRESENTATIONS** | | | |
| 21 |  | Individual presentation | Individual presentation | CO2 |
| 22 |  | Individual presentation | Individual presentation | CO2 |
| 23 |  | Group presentation | Group presentation | CO6 |
| 24 |  | Group presentation | Group presentation | CO6 |
| **FINAL EXAM AND FORMATIVE ASSESSMENT (SLA)** | | | | |

\*\*\***The faculty reserves the right to make changes to the course outline.**