**MKT 415:**

**BRAND MANAGEMENT**

**Fall 2017**

Ekin Pehlivan

Office Hours: T and Th 2-5pm in Sage 2135, via Zoom or Canvas Conferences

Course Information: Section 1— T/Th 6:00-7:15

Course Text: We will be using three separate e-textbooks as well as curated videos and articles all available on this course’s Canvas Page.

Course Description: Defines, develops, and applies tactics and strategies in brand management through a systematic model and process. Focuses on the concept of brand equity and its creation and growth through brand positioning, marketing programs, measurement of brand performance and strategies to sustain and build over time.

Program Learning Goals: These are the skills we try to help you build in all MVS courses

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Course Learning Outcomes: Upon completion of this course, you will be able to

1. Identify various paradigms in branding research (E, F)
2. Understand various different approaches to branding in historical context (F)
3. Apply analysis tools to assess a brand’s management model (A, D, F)
4. Present recommendations to solve explicit and latent unmet needs (B, C, D)

Disability Accommodations: CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

In case you have doubts as to what constitutes academic dishonesty please see below:

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.
2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.
3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.
4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.
5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."
6. The Academic Appeals Board shall consist of faculty and at least one student.
7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.
8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**Assessment**

The grading system in this class might seem unusual at first, but I will explain it in detail at our first session. Please make sure you understand the structure, if not, ask and come visit me during office hours so it is crystal clear.

You will be collecting points through your attendance & participation, exams and assignments as listed below. They will add up to your final grade (so no need to calculate percentages from letter grades).

GRADES ARE NON-NEGOTIABLE! If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

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| --- | --- |
| **Assessment** | **Worth** |
| Kahoot!s (4 x 5 pts) | 20 pts |
| Workshops (5 x 1 pt) | 5 pts |
| Midterm | 15 pts |
| Final  | 15 pts |
| Mock Presentation | 10 pts |
| Client Presentation | 15 pts |
| Peer Evaluation | 5 pts |
| WMC Project Deliverables | 5 pts |
| Participation (10 x 1pt) | 10 pts |

Kahoot!s: A Kahoot! is an online trivia game which we will use to review material on a regular basis. Instead of having a quiz we will play along for points towards your course grade. Let the best gamer win :) Good Luck!

Exams: You will have one midterm exam as scheduled (see the schedule below) and one final. Each is worth 15 points toward your course grade.

Participation: I am a big believer in participation, especially as part of marketing: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. If you feel uncomfortable speaking in class I strongly suggest you seek another class/section that does not require as much involvement. In this class participation will be assessed under three separate categories: Your contribution to the class discussions as well as your question and comments during the guest speakers’ seminars will constitute the first category. Your contributions to the workshops both in class and on the Google Docs, alongside with the feedback you provide to other teams will be the other two types of participation assessments. **All participation (including the workshops) will be graded individually by checking your Google Docs contributions.**

Writing and Multiliteracy Center Deliverables: Each team is expected to make at least two appointments with the Writing and Multiliteracy center in the library. You should prepare a draft presentation and your report’s draft go to the center for feedback and incorporate this feedback into the final product. **While the drafting and incorporation of the changes will be graded as a team, each person that visits the center will receive one point individually.**

You will be working on a project in groups of 4 or 5. The project will entail branding or re-branding our partners’ products/services. In the past my students have done similar projects with start-ups and non-profits; they even found jobs through this project. Keep in mind; the project can only be what you make of it. You reap what you sow!

Mock Presentation: I expect that you will be able to present your team project in a truly professional manner; all kinds of performances are welcome. First we will have a rehearsal only with your classmates and WMC EMT to provide feedback.

Client Presentations: then we will invite our partners for the updated presentations so that we can put our best foot forward. Details will be explained in class.

DEADLINES ARE NON-NEGOTIABLE! If a submission is late it is an automatic 0 point (though you might be able to make up for it through other assignments). I will respect your busy schedules by helping you do most of the work in class. I hope you'll return the favor by not asking me to change my schedule.

It is your responsibility to keep track of due dates (see schedule below). Everything is due right before class time unless otherwise announced.

**Schedule:**

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| --- | --- | --- | --- |
| **Week # - Day** | **Date** | **Topic** | **What’s due** |
| 1 - Tuesday  | Aug 29 | Introductions |  |
| 1 -Thursday | Aug 31 | Review |  |
| 2 - Tuesday  | Sep 5 | Review |  |
| 2 - Thursday | Sep 7 | Kahoot! Review (5 pts) |  |
| 3 - Tuesday  | Sep 12 | Meet the clients and mentors |  |
| 3 - Thursday | Sep 14 | Meet the clients and mentors | Choose your team |
| 4 - Tuesday  | Sep 19 | Brands and Branding  |  |
| 4 - Thursday | Sep 21 | Workshop 1 | Submit Team Contract (1 pt)Start Needs Assessment |
| 5 - Tuesday  | Sep 26 | Key Concepts |  |
| 5 - Thursday | Sep 28 | Kahoot! Brands and Branding (5 pts) | Complete client intake interviews |
| 6 - Tuesday  | Oct 3 | Economic Approach |  |
| 6 - Thursday | Oct 5 | Workshop 2 | Submit Needs Assessment (1 pt)Start Proposal |
| 7 - Tuesday  | Oct 10 | Identity Approach | Submit Proposal (1 pt) |
| 7 - Thursday | Oct 12 | Workshop 3 |  |
| 8 - Tuesday  | Oct 17 | Consumer-based Approach |  |
| 8 - Thursday | Oct 19 | Workshop 4 | Submit Workshop 3 (1 pt) |
| 9 - Tuesday  | Oct 24 | Personality & Relational Approaches |  |
| 9 - Thursday | Oct 26 | Community & Cultural Approaches |  |
| 10 - Tuesday  | Oct 31 | Kahoot! Approaches (5 pts) |  |
| 10 - Thursday | Nov 2 | Midterm Exam (15 pts) |
| 11 - Tuesday  | Nov 7 | 4 Paradigms of Brand Management |  |
| 11 - Thursday | Nov 9 | Workshop 5 | Submit Workshop 4 (1 pt) |
| 12 - Tuesday  | Nov 14 | 4 Models of Brand Management |  |
| 12 - Thursday | Nov 16 | Workshop 6 | Submit Workshop 5 (1 pt) |
| 13 - Tuesday  | Nov 21 | 4 Models of Brand Management |  |
| 13 - Thursday | Nov 23 | Happy Thanksgiving |
| 14 - Tuesday  | Nov 28 | Kahoot! 4 & 4 (5 pts) |  |
| 14 - Thursday | Nov 30 | Final Exam (15 pts) |
| 15 - Tuesday  | Dec 5 | Mock Presentations (10 pts) | Submit all deliverables |
| 15 - Thursday | Dec 7 | Mock Presentations (10 pts) |  |
| 16 - Thursday |  Dec 16 | Client Presentations (15 pts) |