

Brand Management
MARK7376-01

Summer 2023
Mondays 6-10PM

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Please Note: I will be using Canvas for regular course email and Announcements...Please check it daily.

Also,

Please Note: This is a Synchronous (Live) Online Course That Will Utilize the Zoom Platform

Office Hours: By zoom. Feel free to request a time and we will chat.



Course Description:

This course is designed to develop:

- An appreciation of the role of brands in customer decision making and in creating economic value.
- Increased fluency with the core principles underlying a customer centric approach to brand strategy, and create familiarity with research tools that illuminate the meaning and strength of any particular brand.
- An appreciation of the role brands play in “other” stakeholder decisions (e.g. employees, prospective employees, investors, etc.)
- An ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending and sustaining valuable brands.

A combination of lectures, class discussion, cases, and a Brand Audit project will be used to facilitate understanding and integration of the material. The assigned textbook and articles provide valuable information for the case analyses and class discussions. The chapters and articles indicated for a class session should be studied **before** you undertake an analysis of any case assigned for that evening. Responsibility for learning rests primarily with the student, both in terms of advance preparation for case discussion, the general class discussion, and the guest speakers. Lectures from the instructor are purposely kept to a minimum to encourage student-centered discovery, exploration and reflection. Attendance, thorough preparation and active student participation in class discussion is therefore central to success in the course. Fortunately, this is a very interesting and engaging topic, so the work should be a little more enjoyable than what may be typical. Student performance is evaluated on an each-session basis throughout the term.

ZOOM Information

Note: This course will be held Synchronous (live) online using Zoom. If you do not already have an account, please sign up for one at Zoom.US. It's Free!

Course Materials:

Text:

Keller, Kevin Lane, Strategic Brand Management 5th Edition.

- E Book via VitalSource.com <https://www.vitalsource.com/products/strategic-brand-management-kevin-lane-keller-vanitha-v9780134878003>

Articles and Cases:

Order the below HBS Coursepack (2 Articles and 4 Cases):

<https://hbsp.harvard.edu/import/1059979>

Articles:

1. Your Brand's Best Strategy (97311)
2. How Far Can Luxury Brands Travel? (BH 322)

Cases:

1. A.) Eastman Kodak Company: Funtime Film (9-594-111)
B.) Kodak: The Rebirth of an Iconic Brand (N9-519-051)
2. Longchamp (9-316-086)
3. ASICS: Chasing a 2020 Vision (9-517-060)

Grading:

Your course grade will be determined by:

	<u>Weighting</u>
Team case brief	25%
Two one-page written case briefs (Individual)	20%
Team Brand Audit	30%
Class Participation	15%
Team Peer Evaluation	10%

HBS Team Case Brief–In-Depth: Each team will be assigned 1 case (Kodak, Longchamp, or ASICS). The team will analyze and present the case in class.

- Try to keep the duration a maximum 30 minutes to present your discussion of the case. Each team member should be involved in presenting the material.
- Feel free to make use of the notes section in PPT to explain each page. This is a valuable approach since I am not requesting a written report of the case. You may also submit any worksheets or other appendices you feel appropriate.
- Do not spend too much time rehashing all factual information from the case. Information that is pertinent to an issue you plan to address is appropriate.
- Often there is no right or wrong answer. My emphasis will be on demonstrating the analysis of a number of issues and the application of relevant course constructs in arriving at a well thought out conclusion.
- Cases will be discussed in class. Everyone should participate; both those on the teams assigned the case and those not assigned the case. I will attempt to raise any issues that were not previously discussed. Every student in the class must be prepared to discuss the issues in the case (including those not on the team assigned the case) and must be prepared with his or her assessment of the situation.
- Presentations are expected to be of professional quality. One suggestion for structure would be to include the following: *Background, Overview of Key Issues, Alternative Resolutions for Each Key Issue, Criteria for Evaluating Alternatives, Discussion, and Conclusions/Recommendations.*
- Evaluation of presentations will be based on the following: (a) Completeness (content, breadth, depth, and insight), and (b) quality of presentation (including ability to communicate and justify one's position in a confident manner).

HBS Individual Student Case Briefs– One Page Each for the Remaining 2 Cases (the 2 cases your team is not presenting): Each student individually will review the 2 cases their team is not recording and provide a clear, concise, individual written discussion. The paper should be submitted via email, by the beginning of the class session assigned for that case.

- Each student will submit 2 one page case briefs (12-point font, single space)
- One suggestion for structure would be to include the following: *Overview of Key Issues, Discussion and Conclusions/Recommendations* with brief support.

Team Brand Audit: Each team will select a brand, conduct a brand audit, and provide an in-class presentation of the audit the final evening of the semester. More specifics of the project will be discussed in class and posted on BlackBoard.

Class Participation: Students will be graded on their participation and involvement in the class. As such, they are expected to track class discussion and engage each other. Case discussions are key for participation grades.

Summary of Class Schedule

Day	Date	Topic	Reading	Case
Mon.	7/10/23	Course Introduction Introduction to Branding Segmentation and Positioning	SBM Ch. 1 SBM Ch. 3	
Mon.	7/17/23	<u>Guest Speaker:</u> TBA Customer-Based Brand Equity Managing Brands over Geographic Boundaries Kodak Discussion	SBM Ch. 2 SBM Ch. 15 Article 1	1
Mon.	7/24/23	<u>Guest Speaker:</u> TBA Brand Value Chain, Luxury Branding, and Brand Extensions Longchamp Discussion	SBM Ch. 9 SBM Ch. 13 Article 2	2
Mon.	7/31/23	<u>Guest Speaker:</u> TBA Measuring the Outcomes of Branding and Brand Equity Value Asics Discussion	SBM Ch. 11 SBM Ch.12	3
Mon.	8/7/23	Brand Audit Team Presentations (Live on Zoom)		

Administrative Matters:

1. Please turn off cell phones and do not use computers for any activity other than classroom activity (e.g., notes).
2. If you are not prepared for class, please let me know at the beginning of the class (you can private message me via Zoom).
3. Please, no audio or video recording of the class.
4. This is your course. We will work together to insure it is a valuable accomplishment. Please be assertive in ensuring that you are getting the most out of it.
5. Academic Honesty: The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/provost/shared-interest/policy-guidelines/honesty-policy/> Students are expected to be familiar with this policy.
6. Accommodations for Students with Disabilities: The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Dart Center (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Peer Evaluation Form Team Projects

Please evaluate each member of your class on quality and quantity of their contribution to the **course discussions and assignments**. This evaluation is **strictly confidential** and will not be shared with anyone. Please turn in the evaluation **on the final day of class**. You may enclose this evaluation in a sealed envelope.

Your name: _____

Group name: _____

Name of team member	Quality of effort	Quantity of effort
Rate yourself on this line		

Grading Scale:

- A
- B
- C
- D
- F

Comments: