

Product and Brand Management

BUSS454(02)

Spring 2021 (provisional)

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Consultation Hours:	TBA
Lecture Hours and Place:	Tuesday and Thursday (2) 10.30 -11.45 TBA
Teaching Format:	Parallel (Online and Offline (if COVID-19 regulations permit))
Teaching Assistant:	TBA
Text:	Keller, K, Strategic Brand Management (5th edition), Prentice Hall, 2019

Course Objective

Brands represent the value offering of the firm. Companies are increasingly becoming aware of the importance of their brand strategies, realizing that brand equity is one of their most important strategic assets. The brand — and its promise — is a source of value to both the company and the customer. The effective management of the product and brand presents the manager however with enormous challenges in today's dynamic business environment. This advanced level marketing course is designed to develop new skills and consolidate prior knowledge and skills learned in other marketing courses to develop a proactive brand management approach.

AIMS

The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques and models with the development, evaluation, and implementation of strategic brand management issues in complex environments.

OBJECTIVES

At the end of this course you should have an understanding of the following topics:

Branding fundamentals: the importance of branding will be introduced.

Developing a brand strategy: discuss the roles of brands, the concept of brand equity and the advantages of creating strong brands.

Designing and implementing brand marketing programs: examine the ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary associations.

Measuring and interpreting brand performance: examine different approaches to measuring brand equity and how to implement a brand equity measurement system.

Growing and sustaining brand equity: examine different alternative branding, brand extension, and

market extension strategies to grow and enhance brand equity over time.

TEACHING AND LEARNING APPROACHES

The lectures will enable students to develop generic attributes of knowledge and problem-solving in business through exposure to concepts, theories, tools, frameworks, models and contemporary issues/debates on product and brand management.

LECTURE SCHEDULE

Week	Lecture Topic*	Readings
1	Introduction	Ch 1
2	Customer based brand equity	2
3	Brand resonance and the value chain	3
4	Choosing brand elements to build brand equity	4
5	Marketing programs to build brand equity	5
6	Integrating marketing communications	6
7	Leveraging secondary brand knowledge to build brand equity	7
8	Mid semester examination (online) 4/20	
9	Developing a brand equity management system	8
10	Measuring sources of brand equity	9
11	Measuring Outcomes of Brand Equity: Capturing Customer Mindset	10
12	Designing and implementing branding strategies	11
13	Introducing and naming new products and brand extensions	12
14	Managing brands over time, geographic boundaries and marketing segments	13/14
15	Presentations and wrap up	15
16	Final examination (online) 6/15	
	*topics may vary according to time	

ASSESSMENT

The assessment in this course aims to support your achievement of the learning objectives for both Discipline Knowledge and Other Graduate Capabilities. Assessment has been designed in order to allow you to:

- Receive feedback on your learning as you progress toward the development of knowledge, understanding, skills and attitudes; and
- Demonstrate your learning in order to achieve a final grade.

Summary of Assessment

Item	Title	Due Date	Weight
1.	Project & Report	Week 15	30% (10% Presentation, 20% report)
2.	Mid Semester Examination	Week 8	30%
3.	Final Examination	Week 16	35%
4.	Class Participation		5%
		Total	100%

Details of Assessment

Details of all assessment items will be made available on the EKU.

ASSESSMENT ITEM 1

Title: Project and Presentation
Length or Duration: 15 (approx) page report, 10 -minute oral presentation.
Group or Individual: Group
Optional or Compulsory: Compulsory
Description:

The entire project contributes 30% to your final grade for the course. It comprises:

- 20% for the written report due week 15
- 10% for the accompanying presentation

The Scenario:

Your organization (your group's choice) has requested your team to investigate consumer trends in the Korean market. You are asked to develop a brand extension to advanced concept in order to take advantage of an identified opportunity, develop a launch strategy and market plan for this product (or service) brand, including details of how you would carry out concept development and testing. You have the semester to generate the plan.

Outputs therefore for this project will be given early in the course. They will include

1. Report on the concept brand extension including:
2. Development of a presentation to potential investors (us) as either the Board of Directors or

- some other stakeholder identified by the students.
3. 10 minute presentation in times to be arranged on week 15.

What we will be looking for in the project:

The project is a practical and applied example of your understanding of the techniques presented in lectures and the textbook. This should form your guide for the project. Although there is no physical product being produced at all times we will be assessing the feasibility and relevance of the product and marketing plan. Although we might not agree with you, we will be assessing you on your justification, conviction and compelling argument.

Final Report and Presentation:

All this leads up to the submission of a final report and presentation.

The final report will be of sufficient quality to be given to a Board of Directors for them to make a final go/no go decision as to the project. Reports should be around 15 pages (excluding appendices).

Your final report and presentation should be of a standard suitable for presentation to the Board of Directors of the company in which you have put the context of the report.

The written report will be due on week 15.

ASSESSMENT ITEM 2

Title	Mid Semester Examination (Online)
Purpose:	Test students' knowledge and understanding
Format:	Short answer questions.
Group or Individual:	Individual
Optional or Compulsory:	Compulsory
Description:	The test will be held during the mid-term examinational week and will cover all materials for lectures in weeks 1-7 (inclusive).

ASSESSMENT ITEM 3

Title	Final Examination (Online)
Purpose:	Test students' knowledge and understanding
Format:	Essay and short answer questions.
Group or Individual:	Individual
Optional or Compulsory:	Compulsory
Description:	The final exam will test students' understanding and knowledge of the subject. Material from the whole semester is examinable.

Class Participation

Students are expected to contribute to class discussion. This involves preparing for each lecture by reading the assigned chapter in the textbook and any other assigned additional readings. Think through the topic, think how this relates to the environment which you are familiar, and create your own opinion. The instructor will be calling on each of you to share your ideas with him and the rest of the class. This will form the basis of the class participation mark.

Purpose: To ensure good class and learning environment

- The level of constructive/informed participation will be recorded e.g the constructive and meaningful contribution to on/offline discussion will be noted.
- In the online class environment, it is expected and polite to have your camera on.
- Attendance (or online access) will be recorded. This class will institute a liberal attendance policy, that allows students to attend classes at their discretion HOWEVER we comply with the Ministry of Education requirements that students attend more than two thirds (66%) of the class hours.
- Your attendance at class group presentations is required
Missing one class of presentations will result in 3% penalty
Miss your own group's presentation – 5% penalty and likely forfeiture of your presentation grade of 10%
- Negative Group Project Peer evaluations will **first** result in reductions of the class participation grade. Other differential grading will be done case by case.

Class Rules: There are few rules in this class – except respect for all. If you have to leave class early then you need to tell the instructor before. People coming IN and OUT of the offline class is disruptive to all – SO WILL NOT BE TOLERATED!

Copyright Law: Materials and lectures in this course are protected by Copyright Law. Materials are presented in an educational context for personal use and study and should not be shared, distributed, or sold in print - or digitally - outside the course without permission. Electronic video and/or audio recording is not permitted during class unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited.

Anti-graft Law: Do not ask the instructor to change the grade unless there is a flaw in grading. Improper solicitation and graft for any matters are strictly prohibited by Anti-graft Law.