

Sul Ross State University – Rio Grande College
GBUS 5302 – Brand Management - MBA – Summer II – 2016
Web Course

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Textbook: Contemporary Brand Management
Authors: Johansson, Johny K. and Carlson, Kurt, A. -
Publisher: SAGE Publications – 2014
ISBN: 978-1-4522-4287-3

Course Description

This course deals with the application of advanced brand management concepts and tools in domestic and international markets. The perspective is that of brand management for both new and established brands.

Course Objective

This course emphasizes that brand names, and their brand equity, are some of the most valuable assets any firm has. It describes how, as products, pricing and distribution increasingly become commodities, the new competitive arena is brand value derived from creating long-term profitable brand relationships.

It also emphasizes that a strong brand is one of the most effective tools to hedge against market risk and to distance a product or service from its competitors. Students will learn how to manage brands within the context of other brands, as well as over multiple categories, over time, and across multiple market segments.

Student Learning Outcomes (SLOs)

After successfully completing this course each student will be able to:

1. understand key principles of branding and brand management;
2. explain the role of the brand in today's economy;
3. evaluate brand's maturity and repositioning of mature brands;
4. explain how to build brand equity and establish brand identity;
5. recognize the link between a brand and the image of the corporation;
6. understand that a strong brand is one of the most effective tools to help the corporation hedge against market risk.

Evaluation Policy

- Exam 1: July 18th (see class schedule) 50% of total grade
 - Exam 2: August 8th (see class schedule) 50% of total grade
- Total = 100%

Exams

Questions for the two exams will come from the assigned material in the textbook, videos and chapters summaries discussing brand management.

Grading Scale

A = 90-100	
B = 80-89	D = 60-69
C = 70-79	F = below 60

Blackboard

The weekly Power Point Presentation will be posted in the “Power Points” link. Brief Chapter Synopsis will be posted in the “Chapter Synopsis” link. Other course material will be posted in the “Course Documents” link of the Blackboard.

E-mail:

Our main form of communication is via E-mail so please make sure that your Sul Ross email is operational and check it frequently to be aware of any new assignments or other important information concerning this course.

Please do not hesitate to email or come to my office if you have questions related to the course. It is essential that you keep up with the material on a weekly basis. My office hours are flexible and if you make an appointment to see me I will make sure to be there.

American with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American with Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, such as Smarththinng, library resources (online databases for example), and instructional technology support. For more information about accessing these resources, visit the SRSU website. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Course Outline: GBUS 5302 – Brand Management – MBA – Summer II - 2016

Week of:

July

7th

Chapter 1: How Brands Work

Read: “The World Trade Center Brand,” pp. 23-24

Chapter 2: Brand Equity and Brand Value

Read: “How Much is Manchester United’s Brand Worth?” pp. 46-48

11th

Chapter 3: Brand Positioning

Read: “Repositioning the Catholic Church,” pp. 75-77

Chapter 4: Building a New Brand

Read: “Sharapova Builds a Brand,” pp. 103-105

**July 18,
Monday**

Exam One, Chapters 1-4, will be available in the “Test, Quiz, Exam” link from 7:00 a.m. until 10:00 p.m. After 10:00 p.m. the link will no longer be operational.

19th

Chapter 5: Managing an Established Brand

Read: “Tim Cook Disappoints with iPhone 5s and 5c,” pp. 132-133

Chapter 6: Brand Extension

Read: “Mr. Bezos Buys the Washington Post,” pp. 161-162

25th

Chapter 7: International Brand Expansion

Read: “Huawei: What’s in a Name?” pp. 188-190

Chapter 8: Brand Acquisition and Portfolios

Read: “Google: Managing a Technology Portfolio,” pp. 216-218

August

1st

Chapter 9: Summary and Extensions

Read: “Is the Egypt Brand Damaged?” pp. 237-239

**August 8
Monday**

Final Exam, Chapters 5-9, will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.

Note:

As you read the assigned minicases at the end of each chapter, make sure to go over the discussion questions.