

Sul Ross State University – Rio Grande College
GBUS 5302 – Brand Management - MBA – Summer II – 2017
Web Course

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Textbook: Advertising & Integrated Brand Promotion – 7th Edition – CENGAGE Learning

O'Guinn/Allen/Semenik/Close Scheinbaum - MindTap® Marketing, 1 term (6 months) Printed Access Card for O'Guinn/Allen/Semenik/Close's Advertising and Integrated Brand Promotion, 7th Edition

ISBN: 9781285778426

Course Description

This course deals with the application of advanced brand management concepts and tools in domestic and international markets. The “brand” plays a leading role in marketing communications. Consumers know brands because they heard about them and use them every day – Apple, Nike, Pantene, Starbucks and literally hundreds of others. Consumers also know (and learn) by seeing them being used in society.

Course Objective

The objective of this course is to make students aware that brand names, and their brand equity, are some of the most valuable assets any firm has. The rapid ascent of digital media – particularly social networking sites like Facebook, My Space and Twitter, have radically changed the landscape for advertising and integrated brand promotion (IBP).

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. explain how to build brand equity and establish brand identity;
4. recognize the link between a brand and the image of the corporation;
5. understand that a strong brand is one of the most effective tools to help the corporation hedge against market risk.
6. Understand that no matter how much technology changes or how many new media options and opportunities are available for delivering messages – it is still all about the brand!

Evaluation Policy

There will be two multiple-choice exams + MindTap assignments with the following points and percentages distribution:

- Exam 1: (100 points) 35% of total grade
 - Exam 2: (100 points) 35% of total grade
 - MindTap Assignments (100 points) 30% of total grade
- Total = 100%

Exams

Questions for the two exams will come from the assigned material in the textbook, PTS, videos, and articles.

In order to get the 30% for the MindTap portion of the total grade, all the MindTap assignments must be completed with 100% accuracy (correct answers). Each MindTap assignment can be taken up to three times without penalty. Only the highest score will be recorded.

The MindTap Assignments can be submitted on a weekly basis or by the deadline listed on the Course Outline, page 4

Grading Scale

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

Please do not hesitate to call, 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.

Blackboard and Online Access

This is a web-based course. Students will need an active Sul Ross e-mail account to access the course website through Blackboard. This site will have announcements, **PPTs** (which will be posted on a weekly basis on the "Power Points" link), and other course materials and information. Students will need reliable internet access in order to participate in this class and receive a passing grade.

I will be available for consultation online, by telephone or by appointment in my office in Del Rio

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 Smartthing, 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 6: Chapter 1: The World of Advertising and Integrated Brand Promotion
MindTap Assignments: 1

July 10: Chapter 2: The Structure of the Advertising and Promotion Industry:
Advertisers, Agencies, Media, and Support Organization
MindTap Assignments: 2

Chapter 4: Social, “Ethical, and Regulatory Aspects of Advertising and
Promotion
MindTap Assignments. 4

July 15: Last day to submit MindTap Assignments for Chapters: 1, 2, and 4

**July 17
Monday** **Exam 1: Chapters 1, 2 and 4, 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 exam
link will no longer be operational.**

July 18: Chapter 5: Advertising, Integrated Brand Promotion, and Consumer
Behavior.
MindTap Assignments: 5

Chapter 6: Market Segmentation, Positioning, and the Value Proposition
MindTap Assignments: 6

July 24: Chapter 8: Planning Advertising and Integrated Brand Promotion
MindTap Assignments: 8

Chapter 14: Media Planning Advertising and IBP in Digital and Social
Media.
MindTap Assignments: 14

July 31: Study for the final

August 5: Last day to submit MindTap Assignments for Chapters 5, 6, 8 and 14.

**August 7: Final Exam: Chapters 5, 6, 8, and 14 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
exam link will no longer be operational.**