

MKTR 5306 – Brand MGMT– Summer Two 2023 - WEB - MBA
SRSU – RGC – Course Syllabus

Instructor: Dr. Edison P. Moura
Email: emoura@sulross.edu
Office: Del Rio Office Building # 203
Office Phone: 830-703-4840.
Office Hours: By Appointment

Required textbook: Advertising and Integrated Brand Promotion, 9th Edition, CENGAGE Learning. Authors: O’Quinn; Allen; Sheinbaum et al.
ISBN including the e-Book + Mind Tap Access Card for MKTR 5306: **9781337110273**

To register for MindTap, click the link to the course on Blackboard and follow the steps to enroll and purchase MindTap with the e-Book.

The instructions below will walk you through the registration process:

<https://startstrong.cengage.com/mindtap-blackboard-ia-no/>

The two exams and the MindTap Quizzes will be done on Blackboard.

The e-book + Mind Tap are all the instructional materials you need for MKTR 5306 Summer 2 - 2023. However, you cannot complete the course successfully without the e-Book and the Mind Tap Access Card.

For Mind Tap Issues, please call Cengage customer support at 1-800-354-9706

Course Objectives:

MKTG 5306 aims to make students aware that brand names and brand equity are some of the firm's most valuable assets. For example, the rapid ascent of digital media, like Facebook and Google, has radically changed the landscape for **advertising and integrated brand promotion (IBP)**

Student Learning Outcomes (SLOs)

After successfully completing MKTG 5306, students should demonstrate the following competencies:

1. Understand fundamental principles of branding and brand management
2. Explain how to build brand equity and maintain it
3. Understand the link between a brand and the image of the corporation
4. Understand that a strong brand is one of the most effective tools to help the corporation hedge against market risk
5. Understand that no matter how much technology changes or new media options and opportunities are available to deliver messages, it is still all about the brand.

Course Requirements and Grading Policy

1. Blackboard Exam One worth 100 points at 35% of the total grade
2. Blackboard Exam Two worth 100 points at 35% of the total grade
3. MindTap Assignments (done on Blackboard) worth 100 points at 30% of the total grade

Total: 35% + 35% + 30% = 100%

Grading Scale:

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

Blackboard Exams: Questions for the two Blackboard Exams will come from the assigned material in the textbook, PPTs, videos, MindTap quizzes, and articles addressing Brand Management and Marketing in general.

The exams are available on the Blackboard's pulldown menu on the left-hand side under "MindTap" exams 1 and 2

Mind Tap Assignments

Every assigned chapter in the textbook includes a Mind Tap assignment for 30% of the total grade.

Each Mind Tap assignment may be taken up to two times, before the deadline, without penalty. However, they will not be accepted after the deadline, and the due dates will not be changed. **NO EXCEPTIONS**

The MindTap Quizzes are available on the Blackboard's pulldown menu on the left-hand side under MindTap Quizzes.

Course Outline – MKTG 5306 – Brand Management – Summer II – 2023 - MBA

Date	Chapter	Assignment
Monday, July 10 Chapter 1	Chapter 1: The World of Advertising and Integrated Brand Promotion	MindTap Assignment: Quiz Chapter 1: Due Thursday, July 13, no later than 11 PM.
Thursday, July 13 Chapter 2	Chapter 2: The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and ...	MindTap Assignment : Quiz Chapter 2: Due Tuesday, July 18, no later than 11 PM.
Tuesday, July 18 Chapter 4	Chapter 4: Social, Ethical, and Regulatory Aspects of Advertising and Promotion	MindTap Assignment: Quiz Chapter 4: Due Tuesday, July 24, no later than 11 PM.
Monday, July 21 Blackboard Exam 1 Chapters 1-2-4	Exam 1, Chapters 1-2-4, is available on the Blackboard's pull-down menu on the left-hand side under MindTap Exam 1 from 5 AM until 11 PM.	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, quizzes, videos, and articles. The time allowed for completion is one hour.
Monday, July 24 Chapter 5	Chapter 5: Advertising, Integrated Brand Promotion, and Consumer Behavior	MindTap Assignment: Quiz Chapter 5: Due Thursday, July 31, no later than 11 PM
Thursday, July 31 Chapter 6	Chapter 6: Market Segmentation, Positioning, and the Value Proposition.	MindTap Assignment: Quiz Chapter 6: Due Tuesday, August 7, no later than 11 PM
Tuesday, August 7 Chapter 8	Chapter 8: Planning, Advertising, and Integrated Brand Promotion.	MindTap Assignment: Quiz Chapter 8: Due Thursday, August 10, no later than 11 PM
Friday, August 11 Blackboard Exam 2 Chapters 5-6-8	Exam 2, Chapters 5-6-8, is available on the Blackboard's pull-down menu on the left-hand side under MindTap Exam Two from 5 AM until 11 PM.	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, quizzes, videos, & articles. The time allowed for completion is one hour (60 minutes)

--	--	--

Marketable Skills – MBA

1. Students will understand the business enterprise's functions in the general economy.
2. Students will have the skills needed to lead a business effectively.
3. Students will be able to craft effective business strategies for existing and new businesses.
4. Students will be able to make effective oral presentations to both professional and business audiences.

Americans with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. However, It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the Vice-President and Dean, at 830-279-3023 or pharris@sulross.edu.

Distance Education Statement:

Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which requires secure login information to verify students' identities and protect students' information. 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 academic honesty and appropriate student conduct policies, as described in the student handbook. Students in web-based classes must maintain proper equipment and software according to the needs and requirements of the course as outlined on the SRSU website.