



Course Syllabus
MKTR 5306 2W1 Brand Management
Fall, 2026

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Class: MKTR 5306 Brand Management
Class Time: Asynchronous
Instructor: James Cho, D. B. A.
Office: R 102, 3420 Amy St., Eagle Pass
Phone: 830-703-4821

Credits: 3
Location: Online Asynchronous
E-mail: James.Cho@sulross.edu
Office Hours: 10:00 AM~16:30 PM,
Mon. to Fri. by appointing

Required online meetings: 7:00 PM on October 19 & November 16

Required Materials:

Textbook:

1. Keller, Kevin Lane & Swaminathan, Vanitha (2027). *Strategic Brand Management—Building, Measuring, and Managing Brand Equity*, the 6th edition, Pearson Education. ISBN: 978-0-13-531776-1
2. Reading and Supporting Materials: Provided through SR Blackboard weekly

Course Description: This course serves as the subject of brand management to the MBA program teaching students how to integrate the different branding knowledge of a business enterprise. Students will learn the importance of brand management in combining the interests of different branding issues in the development and implementation of a branding strategic plan that creates a sustainable competitive advantage for the institute. The challenges of integrating the different branding issues of a business when planning, implementing, and evaluating branding strategy will be discussed in detail along with the important role of innovation in the sustained success of a business.

Course Learning Outcomes: Upon successful completion of the course students will:

1. Develop an understanding of branding managerial topics. Assessment: Written assignments, exams, and class discussion.
2. Describe how the forces which shaped brand competition. Assessment: Written assignments, exams, and class discussion.
3. Demonstrate the ability to evaluate branding strategies. Assessment: Written assignments, exams, and class discussion.
4. Generate a branding managerial model which will provide an organization with sustained competitive advantage. Assessment: Written assignments, exams, and class discussion

MBA Learning Outcomes: Upon successful completion of the MBA students will:

1. The ability to collect, evaluate and analyze data to make informed branding decisions.
2. Demonstrate branding manager's skills through the development of innovative solutions to complex problems that satisfy the needs of the multiple stakeholders of the organization.

3. The ability to design sustainable branding strategies that ensure long term competitive advantage in the ever changing global business.
4. The ability to recognize major digital trends impacting brand management and adapt their business environment to leverage these trends into a competitive advantage.

MBA Marketable Skills: Upon successful completion of the MBA students will have the following markable skills:

1. The ability to use software to analyze and report data of brand management.
2. The ability to work with others to solve branding problems.
3. The ability to communicate effectively in branding market.
4. The ability to use the latest digital technology in branding management.

Academic Integrity: Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

AI Usage Policy: "The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools."

Classroom Climate of Respect: This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against other students.

Counseling: Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](https://www.timelycare.com/srsu). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and SRSU International students.

Libraries: The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LobolD and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123). No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu. Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

Americans with Disabilities Act (ADA): Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartz, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mary.schwartz@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

Official Communication: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

Technical Support: The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email blackboardsupport@sulross.edu. You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

SRSU Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. 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. Directions for filing a student complaint are located in the student handbook

Assignments

Late Work: There will be a 10% penalty for assignments submitted late.

Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts – Due Weekly	350 points	A = 900 to 1000 points
Assignment 1 – Due on Oct. 25, 2026.	150 points	B = 800 to 899 points
Assignment 2 – Due on Nov. 8, 2026.	150 points	C = 700 to 799 points
Assignment 3 – Due on Nov. 23, 2026.	150 points	D = 600 to 699 points
Final – Due on Dec. 6, 2026.	200 points	F = less than 599 points
Possible Points		1000 points

Course Assignments

Weekly Discussion Board Expectations: (Details see weekly material from the course Blackboard)

1. A weekly discussion board assignment will be available at 12:01 AM Monday and have a due date of the following Sunday at 11:59 PM.
2. Students will be required to respond to the question itself and reply to two other students by due date.
3. The question will be designed to facilitate discussion by requiring students to offer their analysis, evaluation or design based on the courses weekly topic. (Blooms Levels 5-6).
4. The Instructor promises to be active in the Discussion Board by responding to at least half of the student posts each week.

Discussion Board Rubric: (50 points)

Rubric 1: The student's main post responded completely and substantially to all of parts of discussion question. (30 points).

Rubric 2: The Student's initial post was no later than Friday (5 points)

Rubric 3: The response was well-organized, clear and free of grammatical and mechanical errors. (5 points).

Rubric 4: The student post substantially to two other students. 5 points each; 10 points total)

Assignment 1: Self introduction related to this course. Student may provide sufficient information as following questions in 2-4 pages:

1. Introduce yourself included your full name, preferred name, educational and industrial backgrounds related to this learning (if you have any both a full-time or part-time, position, and working content as well).
2. What have you known about this course so far?
3. What are your expectation and motivation to learning this course?
4. Any further information is welcome and free to share with your colleagues and instructor!

Upload your essay as a 2–4-page paper, exclusive of title page and appendices, in MS Word format, 12-point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Instructors will develop appropriate rubrics for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Assignment 2: Building Brand Equity

Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Instructors will develop appropriate rubrics for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Assignment 3:

Course Assignment Rubric: (See Figure 1/ 150 points each)

Rubric 1: 15 points will be reserved for timely submission and 15 points for organization, grammar or mechanical errors.

Rubric 2: 30 points for assignment completely and substantially to all of parts of assigned question.

Rubric 3: 50 points for assessing creative and innovative insights in an assignment.

Rubric 4: 40 points for evaluating student's analytical skills and critical thinking.

Final: Brand design, development and strategies

Final Essay Exam Rubric: (See Figure 1)

15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors. 50 points are assessed at issues of novelty, and rationality from brand designing, 50 points are evaluated at the relevant brand development and rationally and properly. 50 points are measured at innovation of branding strategies. 20 points are weighed at creation and innovation of the final assignment.

A final activity worth 200 points It will be available to students for at least one week before the end of class.

Final Rubric:

Instructors will develop appropriate rubrics for the comprehensive course final equal to 200 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

AI Usage Policy

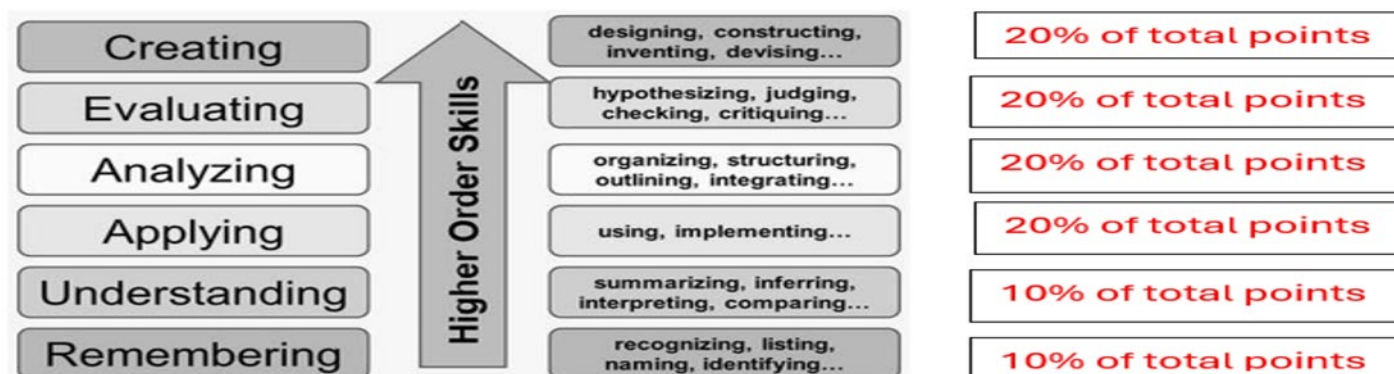
"The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools." Students are aware of using AI tools with a full of academic integrity and are reminded to obey following rules:

1. No use of generative AI tools permitted: This course assumes that work submitted by students will be generated by the students themselves, working individually or in groups as directed by class assignment instructions.
2. Generative AI is permitted in specific contexts and with acknowledgement: The emergence of

generative AI tools (such as ChatGPT and DALL-E) has sparked interest among many students in our discipline. The use of these tools for brainstorming ideas, exploring possible responses to questions or problems, and creative engagement with the materials may be useful for you as you craft responses to class assignments.

- Students are encouraged to use generative AI tools in coursework: The use of generative AI is encouraged with certain tasks and with attribution. You can choose to use AI tools to help brainstorm assignments or projects or to revise existing work you have written. When you submit your assignment, I expect you to clearly attribute what text was generated by the AI tool (e.g., AI generative text appears in a different colored font, quoted directly in the text, or use an in-text parenthetical citation).

Figure 1. Assessing Criteria of student's Assignment performance



Schedule for MKTR 5306 Brand Management, Fall 2026

Week	Topic	Readings
Oct. 19~25	Opening Perspectives	Ch 1 & Ch 2/ Discussion 1 & Assignment 1
Oct. 26~Nov.1	Identifying and Developing Brand Plans	Ch 3 & Ch 4/Discussion 2
Nov. 2~8	Designing Brand Marketing	Ch 5 & Ch 6/ Discussion 3
Nov. 9~15	Integrated Marketing Communication at Brand Marketing	Ch 7, 8, & Ch 9/ Discussion 4 & Assignment 2
Nov. 16~22	Developing a Brand Equity	Ch 10 & Ch 11/ Discussion 5
Nov. 23~29	Measuring Brand Equity	Ch 12 & Ch 13/ Discussion 6
Nov. 30~Dec.6	Growing and Sustaining Brand Equity	Ch 14, 15, & Ch 16/ Discussion 7
Dec. 7~9	Closing Observations	Ch 17

Note: Course information is subject to modify based on discussing in advance.

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