

Course: Brand Management (EMBA 960)

Section:

Term: Fall 2023

Lecture Hours: Saturday 9:00 – 11:00 am

Class: CBA (Building 67) (Hall #G70)



Instructor: Dr. Nouf Alrayes

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Phone:

Office Hours: by appointment

Course website: <https://lms.ksu.edu.sa/> (Blackboard system)

Description of Course Content:

This course addresses strategic brand decisions faced by an organization and shows managers how to build successful brands. It seeks to increase understanding of issues in planning and evaluating brand strategies and provides a forum for participants to apply these strategies through cases and exercises. Topics include overview of brand asset management, concept and bases of brand equity, brand extension, brand image and brand personality, brand positioning and repositioning, and measuring return on brand investment (ROBI). Pre-requisite: EMBA 540.

Student Learning Outcomes:

- Understand that a brand is one of the most important issues of a firm.
- Understand strategic brand management as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
- Understand the importance of consistency for the development of a brand.
- Learn the basic concepts and techniques for strategically managing a brand.
- Define branding strategies and make decisions.

Required Textbooks:

Textbook: Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Keller and Swaminathan, Global Edition, 5th Edition, 2020

ISBN-10: 130563182X

ISBN-13: 9781305631823

Supporting website: Students are advised to visit the publisher website <https://www.pearson.com/uk/educators/higher-education-educators/program/Keller-Strategic-Brand-Management-Building-Measuring-and-Managing-Brand-Equity-Global-Edition-5th-Edition/PGM2729761.html>. The site has rich content such as an interactive e-book, practice quizzes, games, review cards, and more.

Earlier editions are also acceptable as long as the student takes responsibility for keeping abreast of all revisions. Students are encouraged to search online for a better price and order early.

E-mail Communication:

Please send your message from your KSU e-mail account. The University requires that all

correspondence among faculty, staff, and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access. I will only send email communication to your KSU email accounts. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Grading:

Your course grade is determined objectively based on the criteria listed below:

Grading Component	Percentage
Class participation: Branding in the news, discussion	5%
Individual Brand Me	15%
Midterm Team	20%
Case Analysis	20%
Brand Team Project	40%
Total	100%

Percent of Points	Grade
100-95	A+
94-90	A
89-85	B+
84-80	B
79-75	C+
74-70	C
69-65	D+
64-60	D
Below 60	F

Branding in the News:

Scanning the environment, you will soon identify changes in current marketplace conditions. Each week we will discuss current events that impact the world of brands and marketing. Each student will **select at least one class period** to present in class a recent experience, article, ad, news release, etc., which addresses issues, topics/challenges/successes of branding. The topic should coincide with the topics being discussed for the class period.

To receive credit, you must present this in class (5 minutes at the start of class), AND submit a written (typed-1-2 page) summary of what you present, and attach any relating materials (ad, news clippings, etc.).

Individual Brand Me Assignment (15%)

Students are assigned to submit three exercises related to brand managements. Each exercise worth 5% of your total grade. The three excesses are:

- Favorite Hated Brands exercise
 - You come up with a list of brands that you love and hate and try to justify why you have this attitude about them.
- I am a Brand exercise:
 - Consider yourself as a brand. Identify strong, favorable and unique associations with your brand. What would you like your colleagues to think of when your name came to mind?
- Mystery Shopping Exercise: Behave like a mystery shopper: Observe merchandising, pricing, communication, atmospherics, service, and try to understand the brand's positioning and how the brand's story (associations, meanings, narratives) is represented in those elements. Based upon your in-store experience, how would you define the brand in three words? Share your observations about whether and how the brand was effectively communicated through your experience at the store. What was successful? What was unsuccessful? Write no more than 1 ½ single-spaced pages (less than half a page for each store) about your mystery shopping experience

Case Analyses (group)(20%):

Case analysis is an excellent tool since it facilitates analytical thinking on managerial problems. These cases give you the chance to look at the present situation facing an organization, and after a systematic analysis, make recommendations that will produce a change in the results or

outcomes. Here is a link <https://hbsp.harvard.edu/import/703561> (available also in Blackboard), where all the cases and many of the extra reading will be available. The cases will be distributed on the bases of first come, first served

I would expect you to present your case using PowerPoint to your colleagues. Please submit your slides at the beginning of the class. Each student is expected to participate and be prepared during our discussion in class.

Also, all team members will evaluate the performance of his/her peers in the group on the commitment to the project, timely deliverables, and a serious work ethic.

Group Project (40%)

An essential ingredient of the course is the brand audit project. The idea behind the brand audit is for you to conduct an in-depth examination of a major brand of your choosing. Every team must focus on a different brand, and brands are assigned on a “first come, first serve” basis. The goal of the brand audit is to assess its sources of brand equity and suggest ways to improve and leverage that brand equity.

Brand Selection and Rationale:

Your brand selection and rationale (explanation) for selection must be submitted to me via UPLOAD INTO

Blackboard on or before **Dec 16th**.

Instructions: Create a 1-page word document with the name of the brand, team members, and rationale for selecting this brand. I will confirm via email to all team members if the brand is appropriate and whether or not the brand is available.

Where to find brands:

You can pick a brand you are familiar with or from the list of BrandZ’s Top 100 Global Brands, or Top 20 Global Retail Brands, or the Interbrand & Business Week’s Top 100 Brands.

Project Details:

The brand audit will be based entirely on information from public secondary sources, company websites, as well as your own professional experiences and insights. I do not expect you to conduct any surveys or primary research. Specifically, you will assess: A) brand planning, B) building, and C) SWOT Analysis . Addressing these questions as you examine your brand will allow you to do this.

A. Brand Planning

The first element of a brand audit is a full description of the firm’s current branding programs. This involves an analysis of the firm’s brand hierarchy, brand portfolio, strategic branding alliances, the brand’s current positioning in the marketplace, and how the firm is addressing branding through each of the marketing mix elements (the 4p’s). Be sure to include brand elements (names, URLs, logos, symbols, characters, slogans, jingles, packaging). Address the following:

- a. How would you characterize the positioning of your brand?
- b. Where are there the greatest opportunities to further enhance that positioning?

B. Brand Building Assessment

The second element involves assessing brand building capabilities. Explore the following questions:

- a. How much brand resonance does your brand have?
- b. What have been the key marketing activities that have most contributed to the success of

achieving its resonance and positioning?

c. How would you suggest that they improve on their brand building activities?

C. SWOT Analysis:

Secondary research regarding the history of the brand/company, its current standing (SWOT analysis), and present positioning provides the foundational knowledge essential for conducting further research about the brand, its customers, and its overall performance will provide the brand's foundation audit.

Final Report and Presentation

1. Use headings and subheadings throughout your report.
2. The final report must include a profile of:
 - a) The positioning of the brand
 - b) Its sources of brand equity and,
 - c) Recommendations concerning how to build and manage equity for the brand.
3. After summarizing current and desired brand knowledge structures, you should outline creative and relevant directions for management of your chosen brand, providing justification where appropriate with course concepts.
4. The final written report should:
 - a) Not exceed 25-typewritten pages in length (not including figures, references, or other supporting documentation).
 - b) Be double-spaced, 1-inch margin pages, 12-point font.

Presentation

1. Your presentation should be a top-line summary of the key points from your report.
2. **Each team will have 25 minutes (20 to present, 5 min Q&A)**
3. **Every member of the team must present.**
4. The final written report & FINAL presentation slides, UPLOAD IN Blackboard.

Academic Integrity:

It is the philosophy of King Saud University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined under University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to **cheating, plagiarism**, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts."

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Course Schedule

(I might modify the syllabus. All changes will be communicated via Blackboard).

<u>Date</u> <u>Gregorian</u>	<u>Date</u>	<u>Topics</u>	<u>Readings and assignments</u>
Saturday, September 2, 2023	السبت, 17 صفر, 1445	Introduction	Introduction and Syllabus
Saturday, September 9, 2023	السبت, 24 صفر, 1445	Brands and Brand Management	Chapter 1
Saturday, September 16, 2023	السبت, 1 الأول, 1445	Customer-Based Brand Equity and Brand Positioning	Chapter 2, Favorite/Hated Brands (Exercise 1)
Saturday, September 23, 2023	السبت, 8 الأول, 1445	National Day	National Day
Saturday,	السبت,	Brand Resonance	

September 30, 2023	15 ربيع الأول, 1445	and the Brand Value Chain	Chapter 3
Saturday, October 7, 2023	22 السبت, ربيع الأول, 1445	Choosing Brand Elements to Build Brand Equity	Chapter 4, YouTube for Brands (Case 1), Brand Storytelling (Industry and Background note HBR)
Saturday, October 14, 2023	29 السبت, ربيع الأول, 1445	Designing Marketing Programs to Build Brand Equity	Chapter 5
Saturday, October 21, 2023	6 السبت, ربيع الثاني, 1445	Branding in the Digital Era	Branding in The Age of social media (HBR Article), I am A brand (Exercise 2), Does Mattel's Iconic Barbie Doll Need a Makeover? (Case 2), Recommended reading Chapter 7
Saturday, October 28, 2023	13 السبت, ربيع الثاني, 1445	Med-Term Exam	
Saturday, November 4, 2023	20 السبت, ربيع الثاني, 1445	Measuring Sources of Brand Equity: Capturing Customer Mind-Set	Chapter 10, Almarai Company: Milk and Modernization in the Kingdom of Saudi Arabia (Case 3), Brand Report Card (HBR Article)
Saturday, November 11, 2023	27 السبت, ربيع الثاني, 1445	Strategic branding	Oscar Mayer: Strategic Marketing Planning (Case 4), Three Questions You Need to Ask About Your Brand (HBR Article)
Saturday, November 18, 2023	4 السبت, جمادى الأولى, 1445	Break	Break
Saturday, November 25, 2023	11 السبت, جمادى الأولى, 1445	Brand in Different levels	Porsche: The Cayenne Launch (case 5), Luxury Branding Below the Radar (HBR Article)
Saturday, December 2, 2023	18 السبت, جمادى الأولى, 1445	Introducing and Naming New Products and Brand Extensions	Chapter 13, The Uninvited Brand (HBR Article)
Saturday, December 9, 2023	25 السبت, جمادى الأولى, 1445	Managing Brands Over Time	Chapter 14, Mystery shopping (Exercise 3)
Saturday, December 16, 2023	3 السبت, جمادى الثاني, 1445	<u>Final Project – Presentation</u>	Final project

* Last Day to drop the course is 16/5/1445 (30/11/2023)