Brand Management BA 505  
Online MBA Program  
Fall 2015  

Syllabus

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Required Materials: Assigned materials are noted in the module content (online)

Course Description
This course is about brands, what they are, how they work, how they acquire and maintain economic and non-economic value. During our time together, we will explore the origins, power, theory, meaning, relevance and practice of brands, brand development, brand metrics and brand management. For many firms, brands are by far their most valuable assets. Despite this, not enough attention has been given to brands. This course addresses some important branding decisions faced by brand managers. In this context, the course is designed to provide you with: 1) an appreciation of the significance of brands and branding; 2) an understanding how brands work; 3) analytic frameworks to help you understand how brands are managed; and 4) tools to help evaluate and diagnose brand health and brand problems. In pursuit of these objectives, a number of teaching approaches are used, including lectures, discussion, and cases.

Cases, Assignments and Discussions
Case studies are central to the course. There are seven assigned cases. Each case will be released (via hyperlink) for each module the week before it is due, so you can read it, respond to questions (see below), and submit the write-up before the associated module opens up.

Each module will also have some sort of reading assignment. Details and hyperlinks to the readings are included in each Module. In association with these readings, I will post questions, queries or statements, related to that week’s topic. You are expected to contribute to the group on-line discussion, in the discussion board. These discussions will be monitored, evaluated and rewarded.

Grading

<table>
<thead>
<tr>
<th>Grading</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases (7 @ 9 pts)</td>
<td>63</td>
</tr>
<tr>
<td>Quality and quantity of participation on discussion boards</td>
<td>74</td>
</tr>
<tr>
<td>Total</td>
<td>137</td>
</tr>
</tbody>
</table>
## Course Calendar

<table>
<thead>
<tr>
<th>Module &amp; Date (week of)</th>
<th>Topic</th>
<th>Case</th>
<th>Case Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1: 8/24</td>
<td>Introduction/History &amp; Power of Brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M2: 8/31</td>
<td>Theory of Brands and Branding</td>
<td>Intel Inside</td>
<td>9/6 @ 11:59 pm</td>
</tr>
<tr>
<td>M3: 9/7</td>
<td>Brand Metrics (1)</td>
<td>Creative Advertising</td>
<td>9/13 @ 11:59 pm</td>
</tr>
<tr>
<td>M4: 9/14</td>
<td>Brand Metrics (2)</td>
<td>Computer Power Group</td>
<td>9/20 @ 11:59 pm</td>
</tr>
<tr>
<td>M5: 9/21</td>
<td>Brand Identity/leveraging Brands</td>
<td>Mountain Man Brewing</td>
<td>9/27 @ 11:59 pm</td>
</tr>
<tr>
<td>M6: 9/28</td>
<td>Brand Failure/Rejuvenation</td>
<td>Snapple</td>
<td>10/4 @ 11:59 pm</td>
</tr>
<tr>
<td>M7: 10/5</td>
<td>Brand Spokespersons/Brand Placement</td>
<td>BMW Z3 Roadster</td>
<td>10/11 @ 11:59 pm</td>
</tr>
<tr>
<td>M8: 10/12</td>
<td>Brand Architecture, Brand Management</td>
<td>Nivea</td>
<td>10/18 @ 11:59 pm</td>
</tr>
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Case Questions:

Computer Power Group
- Identify sources of equity for each brand
- Evaluate each brand
- Develop a set of recommendations

Creative Advertising:
- What are the sources of Sunday’s brand equity? How can Sunday’s brand equity be leveraged?
- Assess the strength, favorability and uniqueness of Sunday’s brand associations, relative to competitors.
- Identify the strategic intention of each Sunday campaign (i.e. brand awareness, brand attributes, brand positioning, etc. [see Table 3)

Intel Inside
- Why did Intel use numbers (286, 386, 486) to identify its first processors?
- What significance did this numbering system attain in the industry? Why?
- How did Intel respond? What problems did they encounter? What results?

Launching the BMW Z3 Roadster
- Evaluate BMW’s launch of the Z3
- Why BMW use the James Bond film for its launch?
- Evaluate the pros and cons of using the Bond film.

Mountain Man Brewing Company
- Evaluate the strength, health and sources of Mountain Man Lager’s brand equity.
- Discuss and evaluate the proposed Mountain Man Light brand extension. Is it appropriate/inappropriate? Will it strengthen/weaken Mountain Man Lager’s equity? Will it likely hurt its sales? Image?

Nivea
- What are the sources of Nivea’s brand equity?
- Evaluate Nivea’s brand architecture and hierarchy
- Evaluate Nivea’s brand extension strategy
- Provide recommendations to Nivea’s top management

Snapple
- How would you characterize Snapple’s brand image? What are the sources of its Brand equity?
- Where did Quaker go wrong? What might they have done differently?
- How might Snapple's sale to Cadbury affect its equity?
- What should Cadbury do get the Snapple brand back on its feet?