

RECEIVED JAN 25

45-GNC

FORMAT 1

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
Prepared by	Kevin Berry	Phone	Ext 1808
Email Contact	Kberry9@alaska.edu	Faculty Contact	Lily Dong, lily.dong@alaska.edu

1. ACTION DESIRED
(CHECK ONE): Trial Course ☐ New Course ☒ XX

2. COURSE IDENTIFICATION: Dept MBA Course # F687 No. of Credits 3

Justify upper/lower
division status &
number of credits:

The material targets graduate students. It has been taught as a 3-credit Special Topics class before.

3. PROPOSED COURSE TITLE: Brand Management

4. To be CROSS LISTED? YES/NO No If yes, Dept: Course #
(Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

5. To be STACKED? YES/NO No If yes, Dept. Course #

6. FREQUENCY OF OFFERING: Spring
Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING (AY2011-12 if approved by 3/1/2012; otherwise AY2012-13) Spring 2014

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

COURSE FORMAT: (check all that apply) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ 6 weeks to full semester

OTHER FORMAT
(specify)

Mode of delivery Lecture
(specify lecture, field trips, labs, etc)

9. CONTACT HOURS PER WEEK: 6/7 LECTURE hours/weeks LAB hours/week PRACTICUM hours/week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-guidelines-for-computing/> for more information on number of credits.

OTHER HOURS (specify type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

MBA F6XX - Brand Management - 3 cr

Building and effectively maintaining brand equity is among the top priorities of high performing companies around the world. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how brand strategies can be created and the implications for brand management professionals in a global economy. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function. (3+0)

11. **COURSE CLASSIFICATIONS:** Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities ☐ S = Social Sciences ☐

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.

YES: ☐ NO: ☐ XX ☐

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, ☐
Format 6 ☐

W = Writing Intensive, ☐
Format 7 ☐

Natural Science, ☐
Format 8 ☐

12. **COURSE REPEATABILITY:**

Is this course repeatable for credit?

YES ☐

NO ☐ XX ☐

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?

☐ TIMES

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?

☐ CREDITS

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

☐ CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Later changing the grading system for a course constitutes a Major Course Change.

LETTER: ☒ XX

PASS/FAIL: ☐

RESTRICTIONS ON ENROLLMENT (if any)

14. **PREREQUISITES**

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

Permission of the MBA Director

16. **PROPOSED COURSE FEES**

\$ ☐

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

Yes ☐

Yes/No

If yes, give semester, year,
course #, etc.:

Spring '11, BA F683 Adv. Topics in
Marketing; Spring '13, MBA F683 Adv. Topics
in Marketing

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

The class is already being taught within the topics framework so no additional impact is anticipated.

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No	XX	Yes		Course is already being taught. Nothing additional is required
----	----	-----	--	--

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

None anticipated

21. POSITIVE AND NEGATIVE IMPACTS

Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

Positive: This becomes a permanent course offering more options for the students by freeing up the Topics space to add some different marketing topics for them to get exposed to.

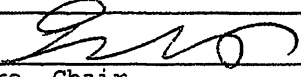
Negative: none anticipated

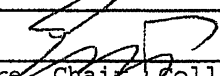
JUSTIFICATION FOR ACTION REQUESTED

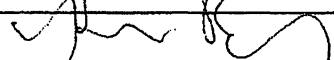
The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This topic is already being taught within the Advanced Topics course. It is a popular enough course with MBA students to warrant teaching it repeatedly. In addition, having the formal course would allow it to show on student transcripts under its own title rather than as a Topics course.

APPROVALS: Add additional signature lines as needed.

	Date	12/4/12
Signature, Chair, Program/Department of: M&A Program		

	Date	12/17/12
Signature, Chair, College/School Curriculum Council for:		

	Date	12/17/12
Signature, Dean, College/School of:		

	Date	
--	------	--

Signature of Provost (if applicable)

Offerings above the level of approved programs must be approved in advance by the Provost.

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair		
Faculty Senate Review Committee: <input type="checkbox"/> Curriculum Review <input type="checkbox"/> GAAC		
<input type="checkbox"/> Core Review <input type="checkbox"/> SADAC		

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking).

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		

BA6XX Brand Management

INSTRUCTOR: Lily Dong
PHONE: 474-1993
FAX: 474-5219

E-MAIL: lily.dong@alaska.edu
OFFICE: BUNN213D
OFFICE HRS: Wed. 2-3pm or by
appointment

Course Overview

Building and effectively maintaining brand equity is among the top priorities of high performing companies around the world. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how brand strategies can be created and the implications for brand management professionals in a global economy. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function.

Learning Objectives:

The course is designed to address three important questions:

- (1) How do you build brand equity?
- (2) How can brand equity be measured? and
- (3) How do you capitalize on brand equity to expand your business (e.g., internationally)?

Its basic objectives are to provide an understanding of:

- (1) Important issues in planning and evaluating brand strategies; and
- (2) Appropriate concepts and techniques to improve the long-term profitability of brand strategies.

Textbook:

Strategic Brand Management, Kevin L. Keller, 3rd Edition

Final grades will be determined by the following components:

- Writing Assignments (individual/group, 40%)
- Class preparation and participation (individual, 20%)
- Brand Audit (writing and presentation, group, 40%)

Final grades will be set according to the following scale:

95 – 100 %	A
90 - 94.99 %	A-
86 – 89.99%	B+
82 – 85.99%	B
80 – 81.99%	B-
70 - 79%	C
60 - 69%	D
below 60%	F

Individual/Group Writing Assignments:

1. My favorite brand. Select a personal favorite brand. Be prepared to discuss: what is your favorite brand? Please make sure to indicate the brand name, product category (do not assume everyone knows about the brand), and the reason why it's your favorite brand.
2. Assess your brand. 1) Rate and critically evaluate your favorite brand using information from chapters 1-2. What strengths can it leverage? What weakness should it address? 2) Is the brand strongly positioned versus competition or vulnerable? Why?
3. I am a brand. Consider your career after graduation and your first job (or the current one). How will you want to build “your brand?”
 - a. Consider yourself as a brand. Develop a mental map of how you would like others to see you. For example, what would you like your colleagues to think of when your name came to mind?
 - b. Summarize the mental map in terms of 5-8 core brand values.
 - c. Develop a positioning statement for “you the brand.”
 - d. Can you develop a brand mantra that captures the essence of your brand positioning?
4. International branding – issues on consumer emotions, translation of brand names, and cultural norms of home market versus new market. You can write about any brand you are familiar with or any story you read about.
5. Do the same as laid out in #3 for UAF as a brand.
 - a. Develop a mental map of how you see UAF as a brand. E.g., what comes to mind when you think of UAF?
 - b. Summarize the mental map in terms of 5-8 core brand values.
 - c. Develop a positioning statement for UAF as a brand.
 - d. Develop a brand mantra and a brand slogan for UAF to capture the essence of the brand positioning in the minds of its internal employees and external customers.

Brand Audit Project

Students will form brand management teams consisting of 3-4 students to work on this project. Your assignment is to pick a brand from the list of the Business Week’s Top 100 brands (or any other source that you can justify) and conduct a brand audit. Each team must study a different brand, and brands are assigned on a "first come, first serve" basis. Once you have formed your groups, send me an e-mail with your brand choice and team members’ names. I will confirm if the brand is appropriate and whether or not the brand is available. I will keep an updated list of

brands and project teams in the course folder. Everyone must have a team, and all teams must have an approved brand, by the end of the fifth class on Monday, April 4th.

The analysis will be based entirely on information from public secondary sources, company web sites, as well as your own professional experiences and insights. I do not necessarily expect you to conduct any surveys or primary research though you are encouraged to use primary data whenever possible.

1. Brand inventory – see chapter 3, page 128.
2. Brand exploratory – see chapter 3, page 129.
3. Design a brand tracking survey – see chapter 8, page 328.

After the above three exercises, you will be able to assess brand planning, building, and growth of your chosen brand by addressing these questions:

1. Brand planning assessment. How would you characterize the positioning of your brand? Where are there the greatest opportunities to further enhance that positioning?
2. Brand building assessment. How much brand resonance does your brand have? What have been the key marketing activities that have most contributed to the success of achieving its resonance and positioning? How would you suggest that they improve on their brand building activities?
3. Brand growth assessment. How would you critique your brand's architecture? What is good and bad about its hierarchy? How does it fit into a broader brand portfolio? How well has it been expanded into new markets or channels? How would you judge its growth strategy?
4. Are there any issues related to international markets that the brand should be aware of or deal with?

There will be a special class session – and our last class – on Monday, May 4th for project presentations. Each team will have about 30 minutes to present, plus 5-10 minutes for Q&A. All team members are expected to attend the entire session to listen and participate in the other presentations. If we do not finish all the presentations, we can use the finals week for any remaining presentations.

Groups should turn in (VIA EMAIL) their final report and a copy of their PPTs at the beginning of the evening of presentation. The final report profiles the positioning of the brand, its sources of brand equity and provides recommendations concerning how to build and manage equity for the brand chosen. 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. Your final report must not exceed ten single-spaced, 12-point font, 1-inch margin pages. Exhibits can be added and are not included in

the page total. Your presentation should be a top-line summary of the key points from your report.

For the purpose of learning, you are allowed to revise your written reports after receiving critique/feedback from the class on the presentation evening. Your revised reports are due via email (lily.dong@alaska.edu) on the scheduled final exam date, May 9th, 10pm.

More on grading:

1. **Fatal error policy** is implemented in all MBA classes. If you haven't already received a copy, please see the separate file on Blackboard.
2. All classes should be about learning instead of grading. However, to ensure fair grading practice, I will try a "double-checking system". That is, I will have students rank the performance of certain items (such as class participation and contribution, and presentations). In the end, I will use average student ranking score as a reference to make sure my grading is as objective as possible.
3. Most of the assignments are writing and presenting. I will not specify any writing style for your work. Generally, your writing should demonstrate 1) professionalism – your writing should be free of grammatical errors (see fatal error policy as a reference) and be succinct and well-organized; and 2) relevance – your writing should show your knowledge and/or application of branding from the textbook or any academic materials you've studied.
4. All your work, individual or group, should be sent to me to the email lily.dong@alaska.edu at/before the beginning of each class, with the only exception of first day of class.

SPECIAL NOTES:

Students with learning or other disabilities who may need classroom accommodations are encouraged to make an appointment with the Office of Disability Services (7043). Please meet with me during office hours so that we can collaborate with the Office of Disability Services to provide the appropriate accommodations and supports to assist you in meeting the goals of the course.

Students with communication difficulties

Students who have difficulties with oral presentations and/or writing are strongly encouraged to get help from the UAF Department of Communication's Speaking Center (Phone 474-5470, email: speak@uaf.edu) and the UAF English Department's Writing Center (Phone 474-5314. Location: Gruening Building 8th Floor). Effective communication is a learning goal of the MBA program.