



Course: Brand Management (EMBA 542)

Section:

Term: Spring 2021

Lecture Hours: Friday 5:00 – 7:00pm

Class: CBA (Building 67) (Hall #F 00)

Instructor: Homoud Alrwais

Email Address: halrwais@ksu.edu.sa

Phone: 0504293006

Office: 4693490

Office Hours: 12 pm – 2 pm, or 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:

<u>Grading Component</u>	<u>Points</u>	<u>Percentage</u>
Class Attendance and Participation	200 points	20%
Group Project	300 points	30%
Exercises 3	150 points	15%
Case Analysis	100 points	10%
Final Exam	250 points	25%
Total	1000 points	100%

<u>Percent of Points</u>	<u>Grade</u>
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

Final Exam (25%):

Students take one comprehensive final exam consisting of essay questions on the final week of the semester and worth 25%.

Attendance and Participation (20%):

As the instructor of this section, I highly encourage class attendance because it contributes heavily to the process of learning for students. Since this is a master level class, our class should be an interactive and discussion-based forum, so students' attendance and contribution in the form of questions and thoughts are very valuable to all of us. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

Therefore, I have established the following policy: I will maintain records of students' Participation, take class attendance, and reward students with 20% credit.

Case analyses (group) 10%:

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.

Exercises 3 (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.

Group Project “Brand Audit” (30%):

This project experientially integrates the material presented in lectures and cases. Working in teams (size depends on class size), students will immerse themselves in an extensive analysis of consumers of a specific brand as well as to conduct research and analysis of the brand, the company that owns it, and its competitors.

The team's first challenge is to identify two local brands (Saudi Brands) of mutual interest. Teams are encouraged to select a brand for which public information is readily available, one that is a member of a well-known category and one whose consumers are readily accessible for research or observation purposes.

As documented in the outline appearing on the next page, there are multiple components to this research project.

1. 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.
2. Additional secondary research focusing on specific aspects of the brand's DNA, marketing programs, and brand elements will be conducted to develop a comprehensive brand inventory.
3. The brand exploratory phase entails conducting further analysis to examine, think, feel, and react towards the brand from multiple perspectives. While the information in this section is also compiled from existing secondary sources, teams will conduct primary research to delve into how others use and relate to the brand.
4. Integration of secondary and primary research should help students produce concrete strategic and tactical recommendations proposing the next steps to management to create a competitive brand and enhance brand equity. Recommendations might also include specific tactics outlining how these next steps may be accomplished.

NOTE: Brand managers, research managers, and C-level executives are the target audience for the brand audit report. Thus, recommendations should outline the necessary risk-reward tradeoffs and provide significant evidence to support critical strategic and resource allocation decisions.

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."

Course Schedule

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

<u>Date Gregorian</u>	<u>Date</u>	<u>Topics</u>	<u>Readings and assignments</u>
Saturday, January 23, 2021	السبت, 10 جمادى الثانية, 1442	Introduction	Introduction and Syllabus
Saturday, January 30, 2021	السبت, 17 جمادى الثانية, 1442	Brands and Brand Management	Chapter 1
Saturday, February 6, 2021	السبت, 24 جمادى الثانية, 1442	Customer-Based Brand Equity and Brand Positioning	Chapter 2, Favorite/Hated Brands (Exercise 1)
Saturday, February 13, 2021	السبت, 01 رجب, 1442	Designing Marketing Programs to Build Brand Equity	Chapter 5, YouTube for Brands (Case 1), Brand Storytelling (Industry and Background note HBR)
Saturday, February 20, 2021	السبت, 08 رجب, 1442	Guest speaker	Guest Speaker
Saturday, February 27, 2021	السبت, 15 رجب, 1442	Marketing Reading: Brand Positioning (HBR)	Harvard Business (core curriculum)
Saturday, March 6, 2021	السبت, 22 رجب, 1442	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, March 13, 2021	السبت, 29 رجب, 1442	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, March 20, 2021	السبت, 07 شعبان, 1442	Strategic branding	Oscar Mayer: Strategic Marketing Planning (Case 4), Three Questions You Need to Ask About Your Brand (HBR Article)
Saturday, March 27, 2021	السبت, 14 شعبان, 1442	Marketing Reading: Brand and Brand Equity (HBR)	Harvard Business (core curriculum)
Saturday, April 3, 2021	السبت, 21 شعبان, 1442	Brand in Different level	Porsche: The Cayenne Launch (case 5), Luxury Branding Below the Radar (HBR Article)
Saturday, April 10, 2021	السبت, 28 شعبان, 1442	Introducing and Naming New Products and Brand Extensions	Chapter 13, The Uninvited Brand (HBR Article)
Saturday, April 17, 2021	السبت, 05 رمضان, 1442	Managing Brands Over Time	Chapter 14, Mystery shopping (Exercise 3)
Saturday, April 24, 2021	السبت, 12 رمضان, 1442	Group Presentations	
Saturday, May 1, 2021	السبت, 19 رمضان, 1442	FINAL EXAM	Comprehensive Exam

* Last Day to drop the course is 1442/8/24 (6/4/2021)