**Antalya Bilim University**

**Department of Business Administration, BUSI 431**

**Strategic Brand Management**

**Fall 2019**

Class time & Place:

Monday 9:30 am – 12:30 pm

Office hours: All students are welcome

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Lecturer

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(5324238579; no more calls after 8 pm please)

(A2-32)

Some of a firm’s most valuable assets are the brands that it has invested in and developed over time. Although manufacturing processes can often be duplicated, strongly held beliefs and attitudes established in consumers’ minds cannot. Therefore, building brands and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand management drives consumer loyalty, competitive advantage and last but not least superior financial results.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses. Many examples/cases will also be discussed in class. A significant component of the learning experience, in a course of this type, is constructive and reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

**Course book:**

Kevin Lane Keller, Strategic Brand Management, 4th edition (Global Edition), Pearson, ISBN-13 978-0-273-77941-4

Students are responsible to get a hard copy of the course book.

**Recommended readings:**

Recommended books by Byron Sharp “How brands grow”, Temel Aksoy “Efsaneler ve Gerçekler”

**Developing Graduate Attributes**

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

* skills involved in scholarly enquiry;
* an in-depth engagement with the relevant disciplinary knowledge;
* the capacity for analytical and critical thinking;
* the ability to engage in independent and reflective learning.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

**Assessment Criteria:**

1. **Assignments (30%):** Assignments make up 30 % of your overall course grade. Students are expected to read the assigned chapters and other readings before the class. They are expected to participate class discussions and present their views and answer questions. Students are required to exhibit proper discipline, behavior, and responsibility.

**Assignment 1 (10%): Brand Logo Analysis**

* This is a GROUP study.
* In this assignment, as a group, we are getting a closer look to GOOGLE, APPLE, Arçelik (KOÇ HOLDING), Kodak and Instagram recent logo. Google, Apple and Arçelik, KODAK, and INSTAGRAM changed their logos respectively in 2015, 1998, 2002, 2016 and 2016. So, while working on this project, take those years as a reference.
* See syllabus appendix for details and rubrics for PPT grading.
* PowerPoint presentation: Each team will have 30 minutes to present. Each team member has to make the actual presentation though. No written paper; only powerpoint presentation and PPT print outs must be submitted to the instructor in the beginning of the class.
* Each week; one group will be presenting and due dates are TBA.

**Assignment 2 (20%): Story Behind the Brands**

* This is a GROUP study.
* In this group project; a brand in simplest terms is all about story telling. In this assignment as a group, you will tell us about the stories behind the brands and show us how they become such mega brands.Project details are explained in the appendix section of the syllabus.
* See syllabus appendix for details and rubrics for PPT grading.
* PowerPoint presentation: Each team will have 45-60 minutes to present. Each team member has to make the actual presentation though. No written paper; only powerpoint presentation and PPT print outs must be submitted to the instructor in the beginning of the class.

1. **Midterm (30%):** Students are responsible for all class material covered until the midterm exam. Exam will be **MULTIPLE CHOICE**.
2. **Final exam (40%)**: Students are responsible for all class material covered after the midterm exam. Exam will be **MULTIPLE CHOICE**.

**Course Schedule**

**WEEK 1 (starting Sep 16)** Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

**WEEK 2** Brands and Brands Management

Kevin Lane Keller Chapter 1, pp. 29-67

**WEEK 3** Customer Based Brand Equity and Brand Positioning

Kevin Lane Keller Chapter 2, pp. 67-106

**WEEK 4** Brand Resonance and the Brand Value Chain

Kevin Lane Keller Chapter 3, pp. 106-141

**WEEK 5** Choosing Brand Elements to Build Brand Equity & Leveraging Secondary Brand Associations to Build Brand Equity

Kevin Lane Keller Chapter 4 and 7, pp. 141-177 and 259-291

**WEEK 6** Designing Marketing Programs To Build Brand Equity

Kevin Lane Keller Chapter 5, pp. 177-217

**WEEK 7** Integrating Marketing Communications to Build Brand Equity

Kevin Lane Keller Chapter 6, pp. 217-259

**WEEK 8 Midterm Exam**

**WEEK 9** Developing a Brand Equity Measurement & Management System

Kevin Lane Keller Chapter 8, pp. 291-324

**WEEK 10** Designing and Implementing Branding Strategies

Kevin Lane Keller Chapter 11, pp. 385-431

**WEEK 11** Introducing and Naming New Products

Kevin Lane Keller Chapter 12, pp. 431-477

**WEEK 12** Managing Brands Over Time

Kevin Lane Keller Chapter 13, pp. 477-509

**WEEK 13-14 (10-21 Dec) Group Presentation Weeks (Assignment #2)**

**Grading Policy:**

Assignment #1 10% (Group Project; 10 Group grade)

Assignment #2 20% (Group Project; 10 Group grade and 10 Individual grade)

Midterm exam 30%

Final exam 40%

**Letter Grading:** Passing grade is 50 out of 100. Letter grades are TBA.

**\*\*\* This syllabus is subject to change based on Professor’s inquiry.**