APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture Date: 3/18/09
   Department/Division proposing course: Merchandising, Apparel and Textiles

2. Proposed designation and Bulletin description of this course:
   a. Prefix and Number MAT 510
   b. Title* Brand Management

   *If title is longer than 24 characters, offer a sensible title of 24 characters or less:

   c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.
      (___) CLINICAL (___) COLLOQUIUM (___) DISCUSSION (___) LABORATORY (3) LECTURE
      (___) INDEPEND. STUDY (___) PRACTICUM (___) RECITATION (___) RESEARCH (___) RESIDENCY
      (___) SEMINAR (___) STUDIO (_____) OTHER – Please explain:

   d. Please choose a grading system: ☑ Letter (A, B, C, etc.) ☐ Pass/Fail

   e. Number of credit hours: 3

   f. Is this course repeatable? YES ☐ NO ☑ If YES, maximum number of credit hours: 

   g. Course description:
      Examination of the important issues in planning and evaluating brand strategies with special emphasis on exploring why
      brands are important, what they represent to consumers and what firms should do to manage them properly.

   h. Prerequisite(s), if any:
      MAT 114 or consent of instructor

   i. Will this course also be offered through Distance Learning? YES ☐ NO ☑ If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:
      Internet/Web-based ☐ Interactive video ☐ Extended campus ☐

3. Supplementary teaching component: ☑ N/A or ☐ Community-Based Experience ☐ Service Learning ☐ Both

4. To be cross-listed as: n/a Prefix and Number printed name / Cross-listing Department Chair signature

5. Requested effective date (term/year): Spring / 2010
6. Course to be offered (please check all that apply):  □ Fall  ☒ Spring  □ Summer

7. Will the course be offered every year?  ☒ YES  □ NO
   If NO, please explain: ____________________________________________________________

8. Why is this course needed?
   Brand management has become an important part of retail where students will be employed.

9. a. By whom will the course be taught?  Dr. Scarlett Wesley
   b. Are facilities for teaching the course now available?  ☒ YES  □ NO
      If NO, what plans have been made for providing them?

10. What yearly enrollment may be reasonably anticipated?
    25-30

11. a. Will this course serve students primarily within the department?  ☒ Yes  □ No
    b. Will it be of interest to a significant number of students outside the department?  □ YES  ☒ NO
       If YES, please explain.

12. Will the course serve as a University Studies Program course†?  □ YES  ☒ NO
    If YES, under what Area?
    †AS OF SPRING 2007, THERE IS A MORATORIUM ON APPROVAL OF NEW COURSES FOR USP.

13. Check the category most applicable to this course:
    □ traditional – offered in corresponding departments at universities elsewhere
    ☒ relatively new – now being widely established
    □ not yet to be found in many (or any) other universities

14. Is this course applicable to the requirements for at least one degree or certificate at UK?  ☒ Yes  □ No

15. Is this course part of a proposed new program?
    If YES, please name: ____________________________________________________________
    □ YES  ☒ NO

16. Will adding this course change the degree requirements for ANY program on campus?
    If YES†, list below the programs that will require this course:
    □ YES  ☒ NO

†In order to change the program(s), a program change form(s) must also be submitted.
17. ☒ The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

18. ☒ Check box if course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)

19. Within the department, who should be contacted for further information about the proposed new course?

Name: Dr. Vanessa Jackson Phone: 257-7776 Email: vpwick0@email.uky.edu

20. Signatures to report approvals:

<table>
<thead>
<tr>
<th>Date of Approval</th>
<th>Name</th>
<th>Reported by</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 19, 2008</td>
<td>Ann Vail</td>
<td>Department Chair</td>
<td>signature</td>
</tr>
<tr>
<td>April 21, 2009</td>
<td>Michael Mullen</td>
<td>College Dean</td>
<td>signature</td>
</tr>
<tr>
<td>*</td>
<td>Jeannine Blackwell</td>
<td>Undergraduate Council Chair</td>
<td>2010.02.12 15:21:04 -05'00'</td>
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<tr>
<td>*</td>
<td></td>
<td>Graduate Council Chair</td>
<td>signature</td>
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<tr>
<td>*</td>
<td></td>
<td>Health Care Colleges Council Chair</td>
<td>signature</td>
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<tr>
<td>*</td>
<td></td>
<td>Senate Council</td>
<td>Report by Office of the Senate Council</td>
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<tr>
<td>*</td>
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<td>University Senate</td>
<td>Report by Office of the Senate Council</td>
</tr>
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*If applicable, as provided by the University Senate Rules. ([http://www.uky.edu/USC/New/RulesandRegulationsMain.htm](http://www.uky.edu/USC/New/RulesandRegulationsMain.htm))
MAT 510
Brand Management
Tuesday & Thursday
12:30 - 1:45
Room 304 Erikson Hall

Professor: Dr. Scarlett C. Wesley
Office: 315 – B Erikson Hall
Telephone: 257-7778
E-Mail: scarlett.wesley@uky.edu
Office Hours: 10:00 – 12:00 Tuesday and Thursday

Teaching Assistant: Laura Evans
Laura.evans@uky.edu
Room 303 Erikson Hall

COURSE DESCRIPTION:
Examination of the important issues in planning and evaluating brand strategies with special emphasis on exploring why brands are important, what they represent to consumers, and what firms should do to manage them properly.

COURSE LEARNING OUTCOMES:
More and more firms of all types have come to the realization that one of the most valuable assets they have is the brand names associated with their products or services. Despite this recognition, very little attention has been paid to the subject in management education. This course addresses the important branding decisions faced by an organization.

At the end of this course, the student will be able to:

1. Analyze the important issues in planning and evaluating brand strategies.
2. Analyze appropriate theories, models, and other tools to make better branding decisions.
3. Utilize psychological principles at the customer level to provide improved managerial decision-making with respect to brands.
4. Utilize brand management cases to illustrate brand management principles.
REQUIRED COURSE MATERIALS:

PERFORMANCE STANDARDS

1. Attendance

Attending class and being on time is expected. Class attendance is strongly encouraged as our discussions of material provided will be included in the exams. Therefore, missing class can be costly to your grade. Students are responsible for all material and announcements presented in class whether in attendance or not. If you miss a class, it is your responsibility to obtain information covered and any materials or assignments distributed in class.

The University approved excuses include:

Per the University Senate Rules, Section V, Item 5.1.4.1 guidelines, the following situations constitute an excused absence:

- Illness of the student or serious illness of a member of the student’s immediate family. The student must present evidence to verify the illness (doctor’s note, etc…). If you are too ill to come to class for any reason, it is expected that you will visit a physician and be able to present a document showing the date of your visit.
- The death of a member of the student’s immediate family. The student must present evidence to verify the event (funeral announcement, etc.)
- Trips for members of student organizations sponsored by an academic unit, class, or intercollegiate athletic department. When feasible, the student must notify the instructor prior to the occurrence of such absences, but in no case should the notification occur more than one week after the absence. The student must present evidence to verify their participation in the trip (documentation from appropriate university personnel, etc…)
- Major religious holidays. Students are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day for adding a class.
- Any other circumstances which the instructor finds reasonable cause for non-attendance.

Absences related to reasons not covered by the University Senate Rules, Section V, Item 5.1.4.1 guidelines will be considered unexcused.

Attendance will be recorded during the first 3-5 minutes of the class session.
- Attendance records will be kept by the teaching assistant for this class.

BONUS POINTS FOR THIS CLASS WILL BE EARNED BY CLASS ATTENDANCE!!!
2. Assignments
You are expected to complete all assignments by the assigned dates and times. All assignments are due at the beginning of class, on the date assigned (either per the syllabus or per in-class announcements), otherwise they are considered late. Late assignments will not be accepted without a University approved excuse. Any assignment turned in late will be received under the following guidelines: For each day late, the grade will be lowered by 20% per weekday (i.e., a project 5 days late = Zero).

All written assignments are required to be typewritten. If they are not typewritten, then you will receive a grade of zero on the assignment. There are no exceptions to this rule. When using word processors, a “spell-check” function should be used or the document should be proofread for spelling mistakes. When turning in the assignments in this class, spelling and neatness are always taken into consideration.

3. Examinations and Presentations
Students are expected to take exams and give presentations when scheduled. There are NO MAKE-UP EXAMS OR TIME CHANGES FOR PRESENTATIONS OR EXAMS unless you have a university approved excuse. NO OTHERS ARE ACCEPTED. If you need to reschedule an exam for a University approved excuse, it is preferred that you take the exam before the regularly scheduled time presented on the syllabus. IF YOU MISS AN EXAM AND HAVE A UNIVERSITY APPROVED EXCUSE, YOU MUST MAKE-UP THE EXAM WITHIN ONE WEEK OF THE SCHEDULED TIME ON THE SYLLABUS; OTHERWISE YOU WILL RECEIVE A ZERO. For each exam, you will be responsible for all assigned material regardless if it is specifically covered in class.

4. General Policies
The schedule of topics to be covered is subject to change at the discretion of the professor, but only when absolutely necessary.

Scholastic dishonesty is not tolerated. Forms of scholastic dishonesty include, but are not limited to: plagiarism (copying or using someone else's work as your own - intellectual theft), utilization of unauthorized materials during academic evaluations, and giving or receiving unauthorized assistance during evaluations. Even evidence of inadvertent improper use of materials can result in a charge of academic dishonesty.

Penalties for academic dishonesty vary depending on the severity of the offense and any previous offenses. The minimum penalty for a first offense is a zero on the assignment in question and a final grade reduction of one letter grade. Serious or repeat offenses will result in an E or XE grade for the course.
For more information, see Part II, Section 6.3.0 of “The Code of Student Conduct” which can be viewed online at http://www.uky.edu/StudentAffairs/Code/part2.html.

5. E-mail Etiquette
   • Please send emails to me from your university email account.
   • Include the course number (MAT 559) in your subject line.
   • Please sign with your full name.
   • Generally, I do not check my email after regular office hours. Therefore, if you send me an email after 5:00, I may not get it until the next day. However, it does provide you with a record of your attempt to contact me, and I will reply as soon as I possibly can.

CLASSROOM ETIQUETTE
The Code of Student Conduct Article II, Section 8a defines disruptive conduct as: “interference, coercion or disruption that impedes, impairs or disrupts university missions, processes or functions or interferes with the rights of others.” These actions include but are not limited to “prevention of the convening, continuation or orderly conduct of any University class or activity.”

Examples of Classroom Disruption:
   • Making loud and distracting noises.
   • Repeatedly answering cellular phones or text messaging.
   • Using your laptop computer for activities that do not pertain to class (for example – playing games, surfing the internet, instant messaging).
   • Repeatedly leaving and entering the classroom without being authorized. It is not polite to walk in and out of class casually.
   • Working on or reading materials that are not germane to the class. This is very unprofessional. Do not work on other tasks during class.
   • Talking to your neighbors during class. It is very disruptive to your fellow students.
   • Eating and drinking in class.

PLEASE NO TEXT MESSAGING, USING YOUR LAPTOP FOR ACTIVITIES THAT DO NOT PERTAIN TO CLASS OR CONDUCTING ANY OTHER ELECTRONIC ACTIVITY THAT DOES NOT PERTAIN TO THIS CLASS. THIS IS EXTREMELY DISTRACTING TO YOUR FELLOW CLASSMATES. If disruptive behavior by a student in class continues, the student may be asked to leave class or they may be referred to the Dean of Students Office for appropriate action.
EVALUATION OF UNDERGRADUATE STUDENT PROGRESS:

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Points:</th>
<th>Distribution:</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>75</td>
<td>15%</td>
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<tr>
<td>Exam 2</td>
<td>75</td>
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<tr>
<td>Final Exam</td>
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<tr>
<td>Brand Mgmt Project</td>
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<td>Brand Mgmt Presentation</td>
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<tr>
<td>Case Study Questions (10 @ 10 pts each)</td>
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<tr>
<td>Case Study Discussion</td>
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<tr>
<td>Total</td>
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EVALUATION OF GRADUATE STUDENT PROGRESS:

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</tr>
<tr>
<td>Case Study Questions (10 @ 10 pts each)</td>
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<tr>
<td>Case Study Discussion</td>
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<td>10%</td>
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<tr>
<td>Leadership Activity</td>
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<tr>
<td>Total</td>
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BONUS POINTS (for Undergraduate only):
During the semester you may earn bonus points for attendance. Attendance is the only extra credit opportunity you will be offered this semester.

Points will be awarded as follows:

**Zero absences** = 15 points (added to final points total)
**1 absence** = 10 points (added to final points total)
**2 absences** = 5 points (added to final points total)

GRADING SCALE (Undergraduates):

A = 500 - 450
B = 449 - 400
C = 399 - 350
D = 349 - 300
E = 299 & below

GRADING SCALE (Graduate Students):

A = 500 - 450
B = 449 - 400
C = 399 - 350
E = 349 & below
### CLASS CALENDAR

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan 15</td>
<td>Thursday</td>
<td>Syllabus</td>
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<tr>
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<td>Brand Overview</td>
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<tr>
<td>Jan 20</td>
<td>Tuesday</td>
<td>Chapter 1 – Brands &amp; Brand Management</td>
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<tr>
<td></td>
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<td>Case Study Discussion &amp; Question Overview</td>
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<tr>
<td>Jan 22</td>
<td>Thursday</td>
<td>CASE 1 - Dockers: Creating a Sub-Brand</td>
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<tr>
<td>Jan 27</td>
<td>Tuesday</td>
<td>Chapter 2 – Customer-Based Brand Equity</td>
</tr>
<tr>
<td>Jan 29</td>
<td>Thursday</td>
<td>CASE 2 - got milk? Branding a Commodity</td>
</tr>
<tr>
<td>Feb 3</td>
<td>Tuesday</td>
<td>Chapter 3 – Brand Positioning</td>
</tr>
<tr>
<td>Feb 5</td>
<td>Thursday</td>
<td>Chapter 4 – Choosing Brand Elements to Build Brand Equity</td>
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<tr>
<td>Feb 10</td>
<td>Tuesday</td>
<td><strong>Exam 1 - Chapters 1, 2, 3, 4</strong></td>
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<tr>
<td>Feb 12</td>
<td>Thursday</td>
<td>Brand Activity with Graduate Students</td>
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<tr>
<td>Feb 17</td>
<td>Tuesday</td>
<td>CASE 3 - iPod: Creating an Iconic Brand</td>
</tr>
<tr>
<td>Feb 19</td>
<td>Thursday</td>
<td>Chapter 5 – Designing Marketing Programs to Build Brand Equity</td>
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<tr>
<td>Feb 24</td>
<td>Tuesday</td>
<td>CASE 4 - Nivea: Managing a Multi-Category Brand</td>
</tr>
<tr>
<td>Feb 26</td>
<td>Thursday</td>
<td>Chapter 6 – Integrating Marketing Communications to Build Brand Equity</td>
</tr>
<tr>
<td>Mar 3</td>
<td>Tuesday</td>
<td>CASE 5 – MTV: Building Brand Resonance</td>
</tr>
<tr>
<td>Mar 5</td>
<td>Thursday</td>
<td>Chapter 7 – Leveraging Secondary Brand Associations to Build Brand Equity</td>
</tr>
<tr>
<td>Mar 10</td>
<td>Tuesday</td>
<td>CASE 6 – Red Bull: Building Brand Equity in New Ways</td>
</tr>
<tr>
<td>Mar 12</td>
<td>Thursday</td>
<td>Chapter 8 – Developing Brand Equity Measurement &amp; Management System</td>
</tr>
<tr>
<td>Mar 17</td>
<td>Tuesday</td>
<td>SPRING BREAK</td>
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<tr>
<td>Mar 19</td>
<td>Thursday</td>
<td>SPRING BREAK</td>
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<tr>
<td>Mar 24</td>
<td>Tuesday</td>
<td><strong>Exam 2 - Chapters 5, 6, 7, 8</strong></td>
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<tr>
<td>Mar 26</td>
<td>Thursday</td>
<td>CASE 7: American Express: Managing a Financial Services Brand</td>
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<tr>
<td>Mar 31</td>
<td>Tuesday</td>
<td>Chapter 9 – Measuring Sources of Brand Equity - Capturing Customer Mind-Set</td>
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<tr>
<td>Apr 2</td>
<td>Thursday</td>
<td>CASE 8 - Snapple: Assessing &amp; Managing Brand Value</td>
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<tr>
<td>Apr 7</td>
<td>Tuesday</td>
<td>Chapter 10 – Measuring Outcomes of Brand Equity - Capturing Market Performance</td>
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<tr>
<td>Apr 9</td>
<td>Thursday</td>
<td>CASE 9 - Starbucks: Managing a High Growth Brand</td>
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<td>Apr 14</td>
<td>Tuesday</td>
<td>Chapter 11 – Designing &amp; Implementing Branding Strategies</td>
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<td>Apr 16</td>
<td>Tuesday</td>
<td>CASE 10 - Nike: Building a Global Brand</td>
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<td>Apr 21</td>
<td>Tuesday</td>
<td>Chapter 12 – Introducing &amp; Naming New Products &amp; Brand Extensions</td>
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<td>Apr 23</td>
<td>Thursday</td>
<td>Chapter 13 – Managing Brands over Time</td>
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<tr>
<td>Apr 28</td>
<td>Tuesday</td>
<td>Presentations – Brand Mgmt Project Due</td>
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<td>Apr 30</td>
<td>Thursday</td>
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<td>May 8</td>
<td>Friday</td>
<td><strong>Final Exam - Chapters 9, 10, 11, 12, 13</strong></td>
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<tr>
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<td><strong>10:30 Room 304 Erikson Hall</strong></td>
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Brand Management Reference and Suggested Reading List


