

MBAD6273-U01

## Brand Building and New Product Strategy

Fall 2016



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About/Brief Bio: <https://www.linkedin.com/in/mktgtheory>

Fall 2016 office hours: M 12:30-1:15pm @ main campus and R 1:15-2pm @ CCB with notice or by appointment.

Teaching Assistant: contact information will be posted online when it becomes available.

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### **Class Sessions (see calendar at end of syllabi for more details):**

Online: Must be viewed (anytime) prior to live session each week online.

Live: Thursdays 12:00pm to 1:15 pm, Room 1001 Center City Building (CCB)

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**Course Description:** The positioning and storytelling of market offerings—regardless of whether it be a radically brand-new products or centuries old established brands—is one of the most difficult elements of business. This course reviews both foundational knowledge and the latest current innovations on concepts related to strategic (a) brand building of anything (you, celebrities, products, services, processes, ideas, organizations, nations/destinations, etc.) and (b) new product/service ideation that is usually the lifeblood of firms.

**Course Objectives:** The objectives of this course are to help students know how to:

- (1) Develop compelling brand positioning & storytelling
- (2) Make managerial decisions that take into consideration core concepts and connections in important brand strategy topics such as brand user imagery, brand personality, brand community, and brand relevance vs performance based competition
- (3) Build/craft the core identity—naming, logos, symbols, etc—of new brands and brand extensions
- (4) Use different techniques to create/innovate new market offerings that are both novel *and* useful

**Instructional Method:** This is a hybrid course consisting of online discussions and exercises and live in-class cases and activities.

**Credit Hours:** This is a 3 credit hour course. Thus, the course has been designed to require up to about 8 to 10 hours/week (approx. 3 hours outside of class per 1 credit hour) on readings, quizzes, exercises, & project.

**Readings & Required Textbooks:** There are no required purchased textbooks for this class. Required readings will be posted online. Supplemental optional references will also be posted online.

**Grading:** The final grade will be determined on the following weights:

Weekly Exercises/Cases	200 points	20%
Exam 1	300 points	30%
Exam 2	300 points	30%
Group Project	200 points	20%
<b>Total</b>	<b>1000 points</b>	<b>100%</b>

Final letter grades will be based on the following totals:

900 and above	A (Superior Performance)
750-899.99	B (Good Performance)
600-749.99	C (Average Performance)
Less than 600	U (Unsatisfactory)

Portions of the following paragraph are from the University's *Policies and Procedures for Appeals of Final Course Grades*; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate,

negotiation, or appeal. It is inappropriate for a student to contact a faculty member in an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

**Exams:** Tentative dates are listed on the tentative course calendar at the end of the syllabus.

**Group Term Project:** The final group semester project is described in detail in a separate document posted online and discussed sometime during the first two weeks of class.

**Attendance:** Class topics are integrated with each week building on prior weeks. Failure to attend or to arrive on time can adversely affect individual performance, ability to contribute to the group project, and the earned letter grade. If a student misses a class it is their sole responsibility to get notes from other students. The instructor will not hold extra sessions to cover missed materials.

**Civility:** The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and mutual respect. It is important that *all* of these elements are jointly included and balanced as we spend significant time engaged in critical review of real world examples of branding and new product ideation related topics. Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, or behaviors will result in decreased points and potentially decreased final letter grade in the course.

**Academic Integrity/Honesty:** Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

### **Other Information**

Students are responsible for all announcements made in class and on the class online resources. Students should check the online class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only in person and only with the; student e-mails other than related to scheduling appointments may not be answered by the instructors. Office hours for each week will be posted online each week. Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics.

Class related questions should be asked during classes and during office hours or scheduled appointments. The instructors may modify the class schedule and all content in the syllabus during the course of the semester depending upon the progress of the class.

By attending class beyond the first week, students agree to follow the framework and rules related to this course that are described above

## Tentative Calendar of Major Class Session Themes/Topics

<b>Date</b>	<b>Session Theme</b>
Aug 25	Introductions, Overview + What is a Brand & Benefits of Branding
Sep 1	Brand Personality & Brand User Imagery
Sep 8	Brand Community
Sep 15	Luxury Brands + Celebrity Brands
Sep 22	Services/Education Brands + Govt/Location/Destination Brands
Sep 29	Strategic Positioning & Emotional Branding
Oct 6	Exam 1
Oct 13	Naming + Symbols + Slogans + Taglines
Oct 20	Global Naming and Symbol Considerations
Oct 27	Brand Portfolio Mgmt and Product Line Extensions vs Brand Extensions
Nov 3	New Product Ideation Strategy- crowdsourcing approach
Nov 10	New Product Ideation Strategy - consumer sphere approach
Nov 17	New Product Ideation Strategy - systematic (SIT) approach
Nov 24	<i>University Closed for Thanksgiving Holiday</i>
Dec 1	New Product Ideation Strategy - conjoint approach
Dec 8	<i>University Closed for Reading Day</i>
Dec 17	Exam 2