

**MIDSTATE COLLEGE**  
**411 W. NORTHMOOR RD. PEORIA, IL 61614**  
**(309) 692-4092 (800) 251-4299**

**Fall 2018**

**Course:** MKT340 Brand Management

**Credit:** 4 Quarter Hours

**Method of Delivery:** Night Flex (NF)

**Course Description:** Students will learn how to identify an existing brand or create a new brand, while learning proper brand management. Students will discover how each brand management component should interact, in order to create a valuable, long-lasting brand and customer relationship.

**Prerequisite:** MKT305

**Text(s) & Manual(s):** Brand Turnaround, 1<sup>st</sup> Ed

**ISBN:** 9780071775281

**Author(s):** Karen Post

**Publisher:** McGraw-Hill

**Text(s) & Manual(s):** The Brand Promise, 1<sup>st</sup> Ed

**ISBN:** 9780071494410

**Author(s):** Duane Knapp

**Publisher:** McGraw-Hill

**Materials needed for this course:**

Additional Supplies: N/A

Hardware/Software and Equipment: Minimum requirements to view and listen to video and audio.

**Topics:**

1. Building Equity
2. Brand/Mindset Philosophy
3. Brand/Promise Commitment
4. Predicting Brand Success
5. Personal Brands
6. Brand Turnaround

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**Learning Objectives:** Upon completion of this course, the student will be able to:

1. Comprehend how organizations employ brands to capture market share
2. Analyze business situations to make recommendations for improvement
3. Evaluate research feedback and other data to make sound branding decisions
4. Create strategies that will optimize brand images for business firms
5. Apply previously learned Marketing concepts to the field of brand management.
6. Assess ethical consequences of Brand Management decisions.

**Midstate Grading scale:**

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

**Academic Integrity:**

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

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**Plagiarism:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success and Tutoring:**

Contact Student Success: Room 110; (309) 692-4092, ext. 1100; [studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu);

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

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Instructor: Matt O'Brien, MBA  
Midstate e-mail: mtobrien@midstate.edu  
Cell Phone: 610-468-4202 (text preferred)  
Office Hours: By Appointment

**Policies and Procedures:**

**1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

**2. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. Do your own work! Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism.

**3. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Joule and/or via email.

**Participation Requirements:** eLearning: Students must submit substantial gradable work in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). Each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM. However, the instructor has the right to set due dates at their discretion within each week. For discussion posts that require multiple posts, the student's first posts are due Thursday nights by Midnight. Certain assignments, exams, and papers/projects may be due mid-week at specified days and times.

**Examination Information:** There will be exams throughout the class at any given week. It is imperative that students prepare and allot ample time to successfully complete the exams. Exams may include true/false, multiple choice, matching, short answer, and essay questions.

**Methods of evaluating student performance:**

- Written assignments will assess students' critical thinking ability.
- Weekly Discussions and Summaries will assess students' understanding of core concepts.
- Exams are geared to assess students' understanding and advanced application.
- Projects and activities are designed to put theory into practice for students to hone skills and interact with course material in a meaningful way.

\*Projects are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted if these projects and activities aren't completed on time unless written documentation is provided that shows extenuating circumstances.

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**Instructor's Grading Scale:**

<b>Assignments</b>	<b>Total Percent of Grade</b>
<b>Case Studies</b>	<b>20%</b>
<b>News Article Summaries</b>	<b>15%</b>
<b>Midterm Exam</b>	<b>20%</b>
<b>Final Exam</b>	<b>20%</b>
<b>Final Project</b>	<b>25%</b>

**Week-by-Week:**

**Week 1**

**Topic:** Introduction to the course. Introduction of instructor.

**Objectives:** Introduction to course content, syllabus, students and instructor.

**Assignments:**

Read the course syllabus and post any questions you may have.

Review your text books.

Complete all assignments as assigned by professor

**Week 2**

**Topic:** Brand/Mindset Philosophy

**Objective:** Comprehend how organizations employ brands to capture market share

**Assignments**

Read chapter 1 of "Brand Turnaround"

Complete all assignments as assigned by professor

**Week 3**

**Topic:** Brand/Promise Commitment

**Objective:** Create strategies that will optimize brand images for business firms

**Assignments:**

Read chapter 2 of "Brand Turnaround"

Complete all assignments as assigned by professor

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**Week 4**

**Topic:** Building Equity

**Objective:** Evaluate research feedback and other data to make sound branding decisions

**Assignment:**

Read Chapter 2 of “The Brand Promise”

Complete all assignments as assigned by professor

**Week 5**

**Topic:** Predicting Brand Success

**Objective:** Comprehend how organizations employ brands to capture market share

**Assignments:**

Read chapter 3 of “Brand Turnaround”

Complete all assignments as assigned by professor

**Week 6**

Midterm examination

**Week 7**

**Topic:** Brand/Mindset Philosophy

**Objective:** Assess ethical consequences of Brand Management decisions.

**Assignments:**

Read Chapter 3 of “The Brand Promise”

Complete all assignments as assigned by professor

**Week 8**

**Topic:** Personal Brands

**Objective:** Comprehend how organizations employ brands to capture market share

**Assignments:**

Read Chapter 4 of “Brand Turnaround”

Complete all assignments as assigned by professor

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**Week 9**

**Topic:** Personal Brands

**Objective:** Comprehend how organizations employ brands to capture market share

**Assignment:**

Read chapter 4 of “The Brand Promise”

Complete all assignments as assigned by professor

**Week 10:**

**Topic:** Predicting Brand Success

**Objective:** Apply previously learned Marketing concepts to the field of brand management

**Assignments:**

Read Chapter 5 of “Brand Turnaround”

Complete all assignments as assigned by professor

**Week 11**

**Topic:** Predicting Brand Success

**Objective:** Apply previously learned Marketing concepts to the field of brand management

**Assignment:**

Prepare for Final exam

Complete all assignments as assigned by professor

**Week 12:**

Final exam

Final Project