Course ID:	Course Title:	Fall 2022
BUS 384	Brand Management	Prerequisite: BUS 280
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In Class	**Instructor:**	Jennette Koehn MBA, BMgmt	**First Day of Class:**	Sept 7, 2022
Days:	Monday	**Email:**	jennette.koehn@ambrose.edu	**Last Day to Add/Drop:**	Sept 18, 2022
Time:	6:30 – 9:30pm	**Office Hours:**	By Appointment	**Last Day to Withdraw:**	Nov 21, 2022
Room:	A1085-1 *Note room change			**Last Day to Apply for Coursework Extension:**	Nov 23, 2022
				Final Exam:	Dec 15-21

Important Dates and Information

For a list of all important dates and information regarding participating in classes at Ambrose University, please refer to the Academic Calendar at https://ambrose.edu/academic-calendar.

Course Description

Building and effectively maintaining brand equity is among the top priorities of high performing companies and is a fundamental element of competitive strategy. This course provides students with insights into how effective brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function.

Expected Learning Outcomes

- Understand the role of brands, the concept of brand equity, and the advantages of creating strong brands.
- Identify and apply the three main ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary associations.
- Demonstrate different approaches to measuring brand equity, and how to implement a brand equity measurement system.
- Use alternative branding strategies, design a brand architecture strategy, and devise brand hierarchies and brand portfolios.

- Recognise the role of corporate brands, family brands, individual brands, modifiers, and how to combine them into sub-brands.
- Demonstrate how to adjust branding strategies over time and across geographic boundaries to maximize brand equity.

Textbook

- **Strategic Brand Management**
  Building, Measuring, and Managing Brand Equity
  5th Edition, Kevin Lane Keller; Vanitha Swaminathan
- The **Strategic Brand Management eBook** can be accessed through Moodle. The eBook is linked to Moodle through Willo Labs. After a 2-week free trial, you will be prompted to purchase the eBook from the Ambrose Lions' Store website. By purchasing the eBook through Moodle, you will get support to troubleshoot any issues.

Course Schedule:

The detailed course schedule and weekly reading list on Moodle will be updated regularly and should be referred to throughout the course. Students not adhering to all requirements will not be permitted in class.

Evaluation:

The following is a summary of all evaluation methods and relative weights for the course. See the course schedule for any updates on timing.

Evaluation Method	Weight
Engagement	10%
Assignment #1	10%
Midterm Exam	20%
Assignment #2: Brand Audit Project and Presentation	30%
Assignment #3: Individual Reflection	5%
Final Exam	25%

Requirements:

Attendance/Participation

Participation in and contribution to the scholarly community is essential to the learning experience. Each student is expected to regularly attend and actively participate in class. Discussions and analysis of course topics will be a key component of knowledge building throughout the term. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and actively participate in discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to be effective in the business world. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the instructor know. The instructor may reduce a student's mark by a letter grade (i.e. B to B-) if a student's participation is inadequate. Breach of electronic etiquette and excess exits/re-entry are considered inadequate participation.

Midterm & Final Exams

The exams will focus on the application of the concepts learned throughout the course. The cases for discussion and questions for student review at the end of each chapter of the text are good examples of exam type questions. Format will be provided in advance of the exam.

Assignments

Three assignments will be completed throughout the course. Assignments must be submitted via Moodle/Turnitin by 11:59pm on the dates indicated in the Course Schedule. Details on each assignment will be available on Moodle.

*Late submissions are permitted: 15% penalty up to one day late, 30% penalty up to two days late, 50% penalty up to one week late, zero beyond one week.

Learning Teams (Group Work)

Learning teams (group work) are an essential part of the academic experience for students. Teams allow for detailed exploration of course concepts and provide students with an opportunity to develop and refine teamwork and collaboration skills. These skills are increasingly important in business.

- **Team Norms**: An important first step to working effectively in teams, is to establish operating principles that shape members' interactions. Team norms establish clear, agreed-upon behavior, how the work will get done, and what team members can expect from each other. These set of agreements will promote positive behaviour and allow a team to increase its collective performance.

- **Collaboration:** A critical business skill is the ability to work with others to maximize creativity and enjoy the benefits of diverse perspectives, as well as, the gains that come from working as a team. Effective teams learn to encourage input from every member and to enable each to improve the final outcome. This course provides opportunities to experiment with and develop various means of collaboration.

*If a group is having difficulty collaborating effectively, please contact the instructor immediately. It is your responsibility to contact the instructor before the end of the project so that issues can be addressed in due time. If a group is unable to collaborate effectively, the instructor may re-assign members to different groups or assess/assign individual work for completion.

Grade Summary:

The available letters for course grades are as follows:

% Grade	Letter Grade	Description	Grade Points
95% to 100%	A+		4.00
90% to 94%	A	Excellent	4.00
85% to 89%	A-		3.70
80% to 84%	B+		3.30
76% to 79%	B	Good	3.00
72% to 75%	B-		2.70
68% to 71%	C+		2.30
64% to 67%	C	Satisfactory	2.00
60% to 63%	C-		1.70
55% to 59%	D+		1.30
50% to 54%	D	Minimal Pass	1.00
0% to 49%	F	Failure	0.00

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Ambrose University Important Information:

Communication
All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions.

Exam Scheduling
Students who find a conflict in their exam schedule must submit a *Revised Final Exam Time Application* to the Office of the Registrar by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; or 2) the scheduled final examination slot results in three consecutive examination periods. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Standards of Behaviour in the Classroom Setting
Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class. Please refer to your professor regarding their electronic etiquette expectations.

Academic Integrity
We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Academic Policies
It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at https://ambrose.edu/academics/academic-calendar

Privacy
Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Coursework Extensions
Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and registrar. Normally, Course Extension Applications will be considered only when all of the following conditions are met:

- the quality of prior course work has been satisfactory;
- circumstances beyond your control, such as an extended illness or death of a family member, make it impossible for you to complete the course work on time; and
- you submit *Coursework Extension Application* to the Office of the Registrar on or before the deadline specified in the Academic Schedule.

If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course. A temporary grade of TX will be assigned until a final grade is submitted in accordance with the new deadline. A final grade of F will apply to:

- all course work submitted after the end of the semester unless a coursework extension has been granted; and all course work submitted after the revised due date provided by an approved extension to coursework.

Academic Success and Supports

Accessibility Services

Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services. Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

Ambrose Writing Services

Ambrose Writing services provides academic support in the four foundational literacy skills—listening, speaking, reading, and writing. It also assists students with critical thinking and the research process. Throughout the academic year, students can meet with a writing tutor for personalized support, or they can attend a variety of workshops offered by Academic Success. These services are free to students enrolled at Ambrose University. Academic Success serves all students in all disciplines and at all levels, from history to biology and from theatre to theology. To learn more, please visit https://ambrose.edu/sas/writing-services

Ambrose Tutoring Services

Ambrose Tutoring Services provides support in specific disciplinary knowledge, especially in high-demand areas such as chemistry, philosophy, math and statistics, and religious studies. These tutors also coach students in general study skills, including listening and note-taking. During the academic year, Ambrose Tutoring Services offers drop-in tutoring for courses with high demand; for other courses, students can book a one-to-one appointment with a tutor in their discipline. These services are free to students enrolled at Ambrose University. To learn more, please visit https://ambrose.edu/tutoring.

Mental Health Support

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:
- Counselling Services: ambrose.edu/counselling
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at ambrose.edu/wellness.
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See https://ambrose.edu/student-life/crisissupport for a list of staff members.

Off Campus:
- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support

All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:
- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888

Note: Students are strongly advised to retain this syllabus for their records.