Strategic Brand Marketing Syllabus
Fall 2023
Department of Management and Marketing

MKTG 4357.001 (3 credit hour class)
Tuesday and Thursdays from 2:00-3:15 pm in BU 121

Instructor: Dr. Charlotte Allen
Email: caallen@sfasu.edu
Office: BU 403J
Office Phone: 936-468-1789

Office Phone: 936-468-4103
Dept. Office: 936-468-1600
Fax Number: 936-468-1600

Office Hours: Monday, 10:00 – 11:00 am and 2:00 - 4:30 pm; Tuesday from 3:15 - 4:45 pm; Thursday from 1:00 - 2:00 pm; and by appointment with instructor.
Online Office Hours: Wednesday from 1:00 – 5:00 pm

Student Requirements:

Technology: Reliable high speed Internet access is required. Login through Brightspace/D2L system at SFA.
SFASU Email Account: in order to access mySFA for class email and communications
Prerequisites: MKTG 3351 (MKT 351)

Course Description: Marketing tactics and strategy with a focus developing and managing brands and brand equity.

Objectives (or Student Learning Outcomes): Upon completion of this course, a student should be able to:

• explain important brand management terminology, principles and frameworks.
• analyze the process of creating and developing a brand with a focus on marketing communications, analytics and relevant current topics.
• to demonstrate an ability to apply branding and marketing principles to achieve brand management goals while improving marketing performance.

Course Requirements:

1. Student responsibilities: Each student is expected to come to class having read the assigned chapter and/or assigned readings. Lecture material and other sources will be used to supplement and expand upon text material. Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments, and your conduct in the classroom. Student participation is expected in class. Each
student should spend six to eight hours a week outside of class on the reading assignments, class homework, class project and other assignments.

2. **Exams:** All exams and quizzes will consist of multiple choice, short essay, and/or problem type questions. Unless there is an unusual situation, exams will not be individually reviewed during class time. However, any student may review his/her exam during office hours.

3. **Projects:** All projects in this class should be prepared in a professional manner. Any handwritten projects will automatically be given a zero. In class exercises will be assigned and due in class. Any student who is not in class that day will receive a zero on the exercise. If the student misses class due to a university or instructor approved excuse, the student will be given a comparable assignment or case to complete in order to replace the zero on the exercise. Please note that Wikipedia.com is not allowed as a source for projects in this class. No handwritten assignments are allowed.

4. **Attendance:** On-time attendance for each class is expected. You are responsible for all material covered in class whether or not you attended that class. If late attendance becomes a problem for a class, the instructor reserves the right to alter syllabus so that late attendance will negatively affect a student’s grade; the class would receive any changes of the syllabus in writing from the instructor.

5. **Late Work:** The student is responsible for having all work turned in on time. Projects and assignments will be taken up at the beginning of class (i.e. if the class begins at 2:00, then 2:00 is the beginning of class, not 2:01 or any other time after 2:00 pm); any projects or assignments that are turned in after that will be considered late. No late papers or assignments will be accepted. If the student is late for an exam, extra time will not be given to the student to finish the exam. If the student has a university approved absence that corresponds with a due date, the student must meet with the instructor to make appropriate arrangements.

6. **Class Communications:** The professor will send out class information and other material through email to each student’s SFA email address. Each student should check their email every weekday since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student’s responsibility to make sure the other email account is able to and can accept forwards from the SFA email address. All email communication between student and professor should be done in a professional manner.

7. **Acceptable Student Behavior:** Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10-4). Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (https://www.sfasu.edu/docs/policies/10.4.pdf). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom,
labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

8. **Academic Integrity:** The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one's own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one's own academic work being offered for credit or in conjunction with a program course or degree requirements. Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam. Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially. Students may not take pictures of, screenshot, or record in any way test questions or exams, with the one exception of taking a picture or screenshot of any error messages that occur for technical support ([https://sfasu.edu/policies](https://sfasu.edu/policies)). This class will cover the use of AI software (examples include, but are not limited to ChatGPT, Bard and xAI). The use of any AI software is not allowed on any assignments unless noted on the assignment instructions that it is allowed. Use of Artificial Intelligence (AI) software on exams will be considered an act of academic dishonesty.
9. **Students with Disabilities:** The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with a disability. To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

10. **Withheld Grades (Semester Grades Policy 5.5):** At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies](http://www.sfasu.edu/policies).

11. **Program Learning Outcomes:** Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.

12. **Student Wellness and Well-Being:** SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc. If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
- **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
  - [www.sfasu.edu/deanofstudents](http://www.sfasu.edu/deanofstudents)
  - 936.468.7249  dos@sfasu.edu

- **SFA Human Services Counseling Clinic** Human Services, Room 202
  - [www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)
  - 936.468.1041

- **The Health and Wellness Hub** “The Hub”
  - Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit.
Grading

There will be four exams in this class during the semester. Each exam is designed to cover approximately one fourth of the class material. Each exam will consist of multiple choice, short answer and/or quantitative questions. Exam 4 will be given during the final exam time period for the class. Questions will be taken from chapters in the text, lecture notes and discussions, presentations, online material, and class handouts. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Allen before the exam AND (2) has an official university or instructor approved excuse. Any makeup exam will be scheduled at a time agreed upon by student and instructor.

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<thead>
<tr>
<th>Exams 1-4</th>
<th>400 points (100 points each)</th>
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<tbody>
<tr>
<td>Homework and Class Exercises</td>
<td>50 points</td>
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<tr>
<td>Class Project</td>
<td>75 points</td>
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<td><strong>Total:</strong></td>
<td><strong>525 points</strong></td>
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Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor’s option, a grade may be curved by adding points across the board.

Posting of Grades: Grades will not be publicly posted for this class. In accordance with university policy, grades will not be released to anyone through unsecured email or over the phone or through any other unsecured method.

Schedule: A tentative schedule will be handed out the first week of class and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. This syllabus is provided to you as a guide for the class content and expectations this semester; it is not a contract, and is subject to change as necessary.
<table>
<thead>
<tr>
<th>Week of</th>
<th>Class Information</th>
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| 8/28-9/3 | Content: Class Introduction  
Chapter 1 (Brands and Branding)  
**First day of Semester: August 28th (Monday)** |
| 9/4-9/10 | Content: Chapter 2 (Why, What, How and When to Brand) |
| 9/11-9/17 | Content: Chapter 3 (Building a Better Brand)  
**Branding Class Project Memo must be completed and submitted by 11:00 pm on 9/17/23** |
| 9/18-9/24 | Content: Chapter 4 (Personal and Business Brands) Review for Exam 1  
(Chapters 1-4) |
| 9/25-10/1 | Content: Chapter 5 (Brand Positioning)  
**Exam 1 (Chapters 1-4): Thursday, September 28th.** |
| 10/2-10/8 | Content: Chapters 6 and 7 (Building and Naming Your Brand) |
| 10/9-10/15 | Content: Chapters 8 and 9 (Designing Logo and Tagline, Launching Your Brand) |
| 10/16-10/22 | Content: Chapter 10 (Branding in a Digital Age), Class Project, Review for Exam 2 (Chapters 5-10) |
| 10/23-10/29 | Content: Chapter 11 (Branding and Social Media)  
**Exam 2 (Chapters 5-10): Thursday, October 26th** |
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<tr>
<th>Date</th>
<th>Content</th>
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<tbody>
<tr>
<td>10/30-11/5</td>
<td>Content: Chapter 12 (Advertising, Promoting and Publicizing Your Brand)</td>
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<td>11/6-11/12</td>
<td>Content: Chapters 13 and 14 (Brand Experience and Loyalty)</td>
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<td>Review for Exam 3 (Chapters 11-14)</td>
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<td>11/13-11/19</td>
<td>Content: Chapter 15 (Brand Equity)</td>
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<td>Exam 3 (Chapters 11-14): Thursday, November 16th</td>
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<td>Thanksgiving Holiday begins Nov. 19th</td>
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<td>11/27-12/3</td>
<td>Content: Chapters 16 and 17 (Revitalizing Your Brand; Defending Your Brand)</td>
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<td>Class Project must be completed and submitted by 11:00 pm on 12/3/23</td>
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<td>12/3-12/10</td>
<td>Content: Chapter 18 (Brands and Crisis Management), Class Project,</td>
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<td>Review for Exam 4 (Chapters 15-18)</td>
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<td>12/11-12/15</td>
<td>Exam 4 (Chapters 15-18): Thursday, December 14th from 1:00-3:00 pm</td>
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<td>Graduation: Saturday, December 16th</td>
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