



STRATEGIC BRAND MANAGEMENT



BUSINESS STUDIES DEPARTMENT MISSION STATEMENT

Aligning with the Lakewood University mission, our innovative business programs will prepare learners to work as valuable managers and leaders in their respective workplaces, facilitating change for the benefit of the organization, its stakeholders, and society.

STBM400 — Strategic Brand Management, 3.0 hours

PROFESSOR

Lisette M. Negrón currently resides in Arlington, VA. She joined the military when she was 18, served 4 years active duty and 11 years, and counting as a reservist. Over the course of her career, she has served as a Human Resources professional. She has been responsible for the overall training and development of hundreds of civilian employees and soldiers, managers, and supervisors. These developmental trainings consist of day-to-day operations, programs processes, HR systems trainings, and successful completion of HR management certifications. HR departments oversee various aspects of employment, such as compliance with labor laws and employment standards, administration of employee benefits, and some aspects of recruitment. As a reservist, she is the Health Sciences HR Officer for a Medical Ground Ambulance company, where she manages all areas of operations, staffing, logistics, training, and work-life balance.

Ms. Negrón completed her Doctorate degree in Business Administration with a concentration in HR Management and holds a graduate certificate in Health Care Administration.

She looks forward to being a part of this journey as your instructor.

CONTACT INFORMATION

E-mail: lnegrón@lakewood.edu

Cell Phone: [1.800.517.0857](tel:18005170857) ext. 775

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood College community who use the College's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewoodcollege.edu

BOOKS AND RESOURCES

Strategic Brand Management 4e ; Kevin Lane Keller

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 60 Points
- Weekly discussion forums-Total of 80 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 190. To determine the final grade, the student's earned points are divided by 190.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)

B = (80% - 89%)

C = (70% - 79%)

F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This

process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1			Assignment 1 upon completion of the lesson	Objective 1

- The World of Advertising & Integrated Brand Promotion (IBP)
 - The Structure of the Advertising & Promotion Industry: Advertisers, Agencies, Media, & Support Organizations
 - The History of Advertising & Brand Promotion
- Study Course Syllabus
Read Chapters 1, 2 & 3
Participate in the Discussion Forum
Complete Assignment 1
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #2	<ul style="list-style-type: none"> • Social, Ethical, and Regulatory Aspects of Advertising & Promotion • Advertising, Integrated Brand Promotion, and Consumer Behavior • Market Segmentation, Positioning, and the Value Proposition 	Read Chapters 4, 5 & 6 Participate in the Discussion Forum Lesson Evaluation		Objective 2

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #3	<ul style="list-style-type: none"> • Advertising Research • Planning Advertising and Integrated Brand Promotion • Managing Creativity in Advertising & Integrated Brand Promotion 	Read Chapters 7, 8 & 9 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 3

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	<ul style="list-style-type: none"> • Creative Message Strategy • Executing the Creative • Media Planning Essentials 	Read Chapters 10, 11 & 12 Participate in the Discussion Forum Lesson Evaluation		Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> • Media Planning: Newspapers, Magazines, TV, & Radio • Media Planning: Advertising and IBP in Digital, Social, and Mobile Media • Sales Promotion, Point-of-Purchase Advertising, and Support Media 	Read Chapters 13, 14 & 15 Participate in the Discussion Forum Lesson Evaluation		Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6			Assignment upon completion of the lesson	Objective 6

- The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, & Support Organizations
- Read Chapter 16
Participate in the Discussion Forum
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> • Integrating Direct Marketing & Personal Selling 	Read Chapter 17 Participate in the Discussion Forum Complete Assignment 3 Lesson Evaluation	Assignment 3 upon completion of the lesson	Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #8	<ul style="list-style-type: none"> • Public Relations, Influencer Marketing & Corporate Advertising 	Read Chapter 18 Participate in the Discussion Forum Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Final exam upon completion of the lesson

DESCRIPTION

Brand building is a very difficult task and hence it requires a strategic plan in advance. This is where Strategic brand management steps in. In this course, students will learn to take the brand equity of the company to new heights through sequential steps which add value to the brand and ultimately.

Program Objectives

1. Define branding explain what brand equity is, why branding is important, and understand the steps in the strategic brand monument process.
2. Explain brand resonance, brand value chain, customer equity and identify brand elements.
3. Explain value pricing, direct and indirect channels, growth in private labels, and communications in marketing.
4. Explain eight main ways to leverage secondary associations, the process by which a brand can leverage secondary associations, and the key tactical issues in leveraging secondary associations from different entities.
5. Identify effective qualitative research techniques for tapping into consumer brand knowledge, as well as for measuring brand awareness, image, responses, and relationships.
6. Explain brand architecture, brand portfolio, brand hierarchy, the difference in corporate and product brand, and marketing and green marketing.
7. Explain brand reinforcement, brand revitalization, as well as brand awareness and image. Understand global brand, and the strategic steps in developing global brand positioning
8. Explain the six future brand imperatives, the ten criteria for the brand report card, and the seven deadly sins of brand management.

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