P.FCEfVEO JAN 2· S

15-GIVG FORMAT 1

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedu.res-/ for a complete description of the .rules governing curriculum & course changes.

SUBMITTED B:Y:

. Department

Prepared
_!?:¥ ..

0~1 AAt

MBA F~- Brand Management- 3 cr

Building and effectively maintaining brand equity is among the top priorities of high performing companies around the world. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how brand strategies can be created and the implications for brand management professionals in a global economy. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management · function. (3+0)

ll. COUB.SB. CLASSII'~CA'l'IONS: Underg.raduate courses only. consul.t with CLA CUrriculum Counci'J .. to apply

APPROVALS: Add additional signature lines as needed.

Signature, Chair,
Program/Depart t of:

Curricul

~~--~----~~--~--~~--~~~~--------------~ Signature o£ Provost (if applicable)

Date

Offerings above the level of approved programs must be approved in advance by the Provost.

ALL SIGNATURES MOST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

I Date
Signature, Chair
Faculty Senate Review committee: curriculum Review GAAC

Core Review _SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking).

Signature, Chair,
Program/Department of:

Signature, Chair, College/School Curricul
Council for:

Signature, Dean, College/School
of:

INSTRUCTOR: Lily Dong
PHONE: 474-1993
FAX: 474-5219

Course Overview

BA6XX Brand Management

E-MAIL:
OFFICE:

lily.dong@alaska.edu
BUNN213D

OFFICE HRS: Wed. 2-3pm or by
appointment

Building and effectively maintaining brand equity is among the top priorities of high performing companies around the world. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how brand strategies can be created and the implications for brand management professionals in a global economy. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function.

Learning Objectives:

The course is designed to addresses three important questions:

(1) How do you build brand equity?

(2) How can brand equity be measured? and

(3) How do you capitalize on brand equity to expand your business (e.g., internationally)?

Its basic objectives are to provide an understanding of:

(I) Important issues in planning and evaluating brand strategies; and

(2) Appropriate concepts and techniques to improve the long-term profitability of brand strategies.

Textbook:

Strategic Brand Management, Kevin L. Keller, 3rd Edition

Final grades will be determined by the following components:

Writing Assignments (individual/group, 40%)

Class preparation and participation (individual, 20%)

Brand Audit (writing and presentation, group, 40%)

Final grades will be set according to the following scale:

1

the page total. Your presentation should be a top-line summary of the key points from your report.

For the purpose ofleaming, you are allowed to revise your w1itten reports after receiving critique/feedback from the class on the presentation evening. Your revised reports are due via email (lily.dong@alaska.edu) on the scheduled final exam date, May 9t\ 1 Opm.

More on grading:

1. Fatal error policy is implemented in all MBA classes. If you haven't already received a copy, please see the separate file on Blackboard.
2. All classes should be about learning instead of grading. However, to ensure fair grading practice, I will try a "double-checking system". That is, I will have students rank the performance of certain items (such as class participation and contribution, and
presentations). In the end, I will use average student ranking score as a reference to make sure my grading is as objective as possible.
3.