



GEORGETOWN UNIVERSITY  
School of Continuing Studies  
Integrated Marketing Communications

Georgetown University, MPS IMC | FALL 2016

## **MPMC-603-02: THE BRAND CONCEPT**

**Class Meets:** Tuesdays 8:00PM – 10:30PM

**Class Location:** 640 Mass Ave Washington, DC 20001

**Professors:** Robert McLaughlin

**Office Hours:** Arranged by appointment.

### **COURSE DESCRIPTION**

What is a brand? What is the definition of a great brand? Why do some brands survive generation after generation while others fail after a short shelf life? This course will explore the core principles of branding. You will learn how brands compete in an environment full of choices for consumers, and the tactics they employ to be best in class. Using a consumer-centric approach, you will learn how to think critically and creatively about measuring, sustaining, building, and defending brands in today's competitive environment.

### **LEARNING OBJECTIVES**

*By the end of this course, students will be able to:*

1. Describe the importance of branding from both a consumer and company perspective.
2. Apply the basic concepts of strong brands to all marketing communications activities.
3. Develop a positioning statement for a product or service.
4. Identify the appropriate quantitative and qualitative tools to measure the meaning and strength of a brand.
5. Construct the mix of branding elements and marketing tools that successfully build and communicate the brand.

### **ATTENDANCE**

In-class discussion and practice are essential to mastering the content of this course. Students are expected to attend every class and arrive on time. If you are detained from attending a class or arriving before it begins, you are responsible for notifying us via email prior to the start of class. Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

**A percentage of your grade is based on class participation. We expect you to come to class having read any assigned material and prepared to engage in discussion and ask questions. Simply attending class only meets minimal expectations for class participation. Attendance for a guest speaker is mandatory. Please do not text, e-mail, browse the Internet or Facebook in class.**

### **WORK SUBMITTED**

Please include your name, course number, assignment title, page numbers and the due date on all written submissions. Bring a hard copy of your assignment to class the night it is due and post

**electronic copies on Blackboard prior to the beginning of class as well.**

You are preparing to enter a deadline-driven field! LATE ASSIGNMENTS WILL BE PENALIZED. All assignments must be turned in by the start of class on the due date. Assignments received after the deadlines are considered late, and 5 points will be deducted for each day it is late. Grammar and spelling count, too.

**COURSE POLICIES**

- All cell phones must be silenced during class. Laptops may be used for note taking. Consistent disengagement with class discussion will result in lower participation grades.
- We expect Classroom Etiquette to be businesslike and professional at all times.
  - o We will not offer incomplete grades, except in the most exceptional, unforeseeable circumstances. Job requirements do not qualify.
  - o You are responsible for classroom information and instructions, whether you are present in class or not. If you must miss a class, it is your responsibility to make arrangements to obtain class notes. Please let us know as far in advance as possible if you will miss a class.
  - o Please ask questions and offer opinions during class. Chances are if you're wondering about something, at least one of your colleagues will be also. Always feel empowered to raise your hand and voice your question. Use each question as an opportunity to apply what we are learning about critical thinking and presentation skills.

**REQUIRED READINGS**

The resources for this course include articles, book excerpts, multimedia, and two key books. The readings are chosen to give you a solid foundation for understanding and internalizing the coursework

Aaker, David. *Aaker on Branding: 20 Principles that Drive Success*. New York: Morgan James, 2014. ISBN 978-1614488323 \$17.95

Rogoll, Carolina. *Star Brands: A Brand Manager's Guide to Build, Manage, & Market Brands*. New York: Allworth Press, 2015. ISBN 978-1621534631 \$24.99

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via the class Blackboard group. Readings not included in the initial syllabus will be provided later in the semester.

**LIBRARY RESOURCES FOR MPMC**

<http://guides.library.georgetown.edu/researchcourseguides>  
<http://guides.library.georgetown.edu/MPMC>

**ASSIGNMENTS**

You are expected to submit work on time and of high quality. Please refer to the course schedule and plan your timetable for completing assignments in advance. I encourage you to actively ask questions prior to submitting any assignment. As long as you submit your assignments for review (with a specific question in mind) at least five business days before the assignment is due, I would be happy to review your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than 2 weeks after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance via the Grading Rubric and discussed in class.

### **Brand Report Card (40 Points)**

Identify 3 Brands that you believe match at least 8 of the 10 attributes listed in the Brand Report Card and 2 Brands that you believe fall short of reaching matching most of the attributes. Create a chart listing the attributes and then describe why you believe the brands deliver so well. Describe why you think some of these brands are some of world's strongest brands based on Keller's model and why some fall short. (See Grading Rubric for more details as you'll be expected to pick a set of competitors and vary your industries.)

### **Positioning Statement (10 Points)**

Write a positioning statement for one of the 5 Brands you selected for the Brand Report Card assignment. Use the guidelines for developing strong and impactful positioning statements discussed in class.

### **Loyalty Program Assessment (25 Points)**

Select two Brand Loyalty Program for which you will conduct an assessment (can be one of the Brands from the Brand Report Card assignment and a another Brand). Using the metrics provide in the Grading Rubric. How would you assess the quality of the program? What would you improve or change about the program? You should use one example of a strong loyalty program and one that you find to be weak or have significant room for opportunity.

### **Brand Company Audit (100 Points)**

This is the final project for The Brand Concept Course. Using all the tools from this class, you will do a full assessment of the Brand:

- Brand Report Card
- Write a Positioning Statement
- Create a Measurement Plan
- Conduct a Loyalty Program Assessment
- Review Brand Assets/Identity
- Review Most Recent Creative Campaign

What is your overall assessment of the strength of this brand? In your opinion, is it a true asset that drives strategy for the company? (See Grading Rubric for more details)

### **GRADING**

Graduate course grades include A, A-, B+, B, B-, C, and F. **There are no grades of C+, C-, or D.**

Your course grade will be based on the following:

<b>In Class Participation</b>	<b>25</b>
<b>Brand Report Card</b>	<b>40</b>
<b>Positioning Statement</b>	<b>10</b>
<b>Loyalty Program Assessment</b>	<b>25</b>
<b>Brand Company Audit</b>	<b>100</b>
<b>Total</b>	<b>200</b>

### **Grading Metrics:**

Students will have the opportunity to earn a **total of 200 points** this semester. Please reference the grading scale below to see you how your final course grade will be calculated.

## Grading Scale:

Letter Grade	Total % of Points Earned	Total Number of Points Earned
A	93 - 100%	200 – 185
A-	90 - 92%	184 – 179
B+	88 - 89%	178 – 175
B	87 - 83%	174 – 165
B-	80 - 82%	164 – 159
C	70 - 79%	158 – 139
F	69% and below	138 and below

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

## UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program  
202-687-4246  
<http://writingcenter.georgetown.edu/>
- Academic Resource Center  
202-687-8354 | [arc@georgetown.edu](mailto:arc@georgetown.edu)  
<http://ldss.georgetown.edu/>
- Counseling and Psychiatric Services  
202-687-6985  
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)  
(202) 687-4798  
<https://ideaa.georgetown.edu/>

## STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; [arc@georgetown.edu](mailto:arc@georgetown.edu); <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

## GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure

of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

*In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

### PLAGIARISM

Stealing someone else’s work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

### SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging or adjacent topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

### COURSE SCHEDULE

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
<b>Class 1 – September 6</b> <ul style="list-style-type: none"> <li>▪ <b>Introductions</b></li> <li>▪ <b>Course Overview</b></li> <li>▪ <b>What is a Brand?</b></li> </ul>	Aaker on Branding Chapters 1-2 Star Brands Chapters 1-2 Recommend Chapters 9-10		<ul style="list-style-type: none"> <li>▪ Meet the Professor/Class</li> <li>▪ Course Overview (Syllabus, Readings, Assignments)</li> <li>▪ “Tell me your name and your favorite brand”</li> <li>▪ What makes a brand good/great?</li> <li>▪ Why is brand building hard?</li> </ul>
<b>Class 2 – September 13</b> <ul style="list-style-type: none"> <li>▪ <b>What Defines a GREAT Brand/Star Brands?</b></li> <li>▪ <b>Success Factors of Sustained Brands</b></li> <li>▪ <b>How to Build a Great Brand</b></li> <li>▪ <b>Brand Value</b></li> </ul>	Aaker on Branding Chapters 4, 10 The Brand Report Card (Keller) <a href="https://hbr.org/2000/01/the-brand-report-card">https://hbr.org/2000/01/the-brand-report-card</a> Star Brands Chapters 5-6 Recommend Chapters 9-10		<ul style="list-style-type: none"> <li>▪ Share/Review examples of great brands and weak brands</li> <li>▪ What is brand purpose?</li> </ul>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
<b>Class 3 - September 20</b> <ul style="list-style-type: none"> <li>▪ <b>Brand Vision (Identity) Positioning</b></li> <li>▪ <b>Writing &amp; Developing a Positioning Statement</b></li> </ul>	Aaker on Branding Chapter 3-7,9  Strategic Brand Management Chapter 2 Star Brands Chapter 4,7	Brand Report Card	<ul style="list-style-type: none"> <li>▪ Discuss difference between Mission, Vision</li> <li>▪ Breaking down the components of the statement</li> <li>▪ Share/Review examples of good/weak</li> </ul>

<b>Class 4 - September 27</b> <ul style="list-style-type: none"> <li>▪ <b>Brand Vision (Identity) Positioning</b></li> <li>▪ <b>Writing &amp; Developing a Positioning Statement</b></li> </ul>	Strategic Brand Management Chapter 2 Star Brands Chapter 7		Guest Speaker: TBD – TOPIC: Positioning Statement
<b>Class 5 – October 4</b> <ul style="list-style-type: none"> <li>▪ <b>Bringing the Brand to Life with Consumers and Stakeholders</b></li> <li>▪ <b>Voice, Tone, Essence</b></li> <li>▪ <b>Consumer-Based Brand Equity Model</b></li> <li>▪ <b>Building/Sustaining Brand Equity</b></li> </ul>	Strategic Brand Management Chapter 4	Positioning Statement	<ul style="list-style-type: none"> <li>▪ Constructing the mix of branding elements and marketing tools that successfully build and communicate the brand.</li> </ul>
<b>Class 6 – October 11</b> <ul style="list-style-type: none"> <li>▪ <b>Bringing the Brand to Life with Consumers and Stakeholders</b></li> <li>▪ <b>Voice, Tone, Essence</b></li> <li>▪ <b>Consumer-Based Brand Equity Model</b></li> </ul>		Company Selection for Final Project Due	Guest Speaker: TBD – TOPIC: Brand essence, personality, tone

<ul style="list-style-type: none"> <li>▪ <b>Building/Sustaining Brand Equity</b></li> </ul>			
<p><b>Class 7 – October 18</b></p> <ul style="list-style-type: none"> <li>▪ <b>Telling your brand story</b></li> <li>▪ <b>Brand Archetype</b></li> </ul>	<p>Strategic Brand Management Chapters 8-9 (pre-reading for next week) Optional Chapter 8</p>	<p>Personal assessment due – bring to class this week and next</p>	<p>Guest Speaker: Story Telling/Archetypal meaning</p> <ul style="list-style-type: none"> <li>▪ What are archetypes?</li> <li>▪ How do archetypes relate to brands?</li> <li>▪ Your personal archetype</li> </ul>
<p><b>Class 8 – October 25</b></p> <ul style="list-style-type: none"> <li>▪ <b>Measuring the Brand</b></li> </ul>	<p>Star Brands Chapter 12</p>		<p>Guest Speaker:TBD Brand Measurement/Equity Tracking</p> <ul style="list-style-type: none"> <li>▪ Identify the appropriate quantitative and qualitative tools to measure the meaning and strength of a brand</li> </ul>
<p><b>Class 9 – November 1</b></p> <ul style="list-style-type: none"> <li>▪ <b>Digital Branding</b></li> </ul>	<p>Aaker on Branding Chapter 12 Getting a Sharper Picture of Social Media’s Influence (McKinsey article) <a href="http://www.mckinsey.com/insights/marketing_sales/getting_a_sharper_picture_of_social_medias_influence">http://www.mckinsey.com/insights/marketing_sales/getting_a_sharper_picture_of_social_medias_influence</a></p>		<p>Guest Speaker: TBD TOPIC: Digital Marketing &amp; Branding</p>
<p><b>Class 10 – November 8</b></p> <ul style="list-style-type: none"> <li>▪ <b>Building Brand Communities &amp; Loyalty</b></li> </ul>	<p>Getting Brand Communities Right (HBR article) - <a href="https://hbr.org/2009/04/getting-brand-communities-right#">https://hbr.org/2009/04/getting-brand-communities-right#</a>  Additional Readings available on blackboard</p>		<p>Guest Speaker: TBD TOPIC: Loyalty Programs</p>
<p><b>Class 11 - November 15</b></p> <ul style="list-style-type: none"> <li>▪ <b>Evolving the Brand</b></li> </ul>	<p>Aaker on Branding Chapters 15-17, 18-19 <a href="http://www.adweek.com/news/advertising-branding/best-and-worst-brand-extensions-146966?page=1">http://www.adweek.com/news/advertising-branding/best-and-worst-brand-extensions-146966?page=1</a>  Building Brands in Emerging Markets (McKinsey article) – <a href="http://www.mckinsey.com/insigh">http://www.mckinsey.com/insigh</a></p>	<p>Loyalty Program Assessment Due</p> <ul style="list-style-type: none"> <li>• Bring an example of a brand that you think does a great job in conveying its brand message social media – who? How do they</li> </ul>	<ul style="list-style-type: none"> <li>▪ How do we adjust to changing consumer needs, evolve the core, develop line extensions, or even change your business model completely?</li> </ul>

	<a href="#">ts/winning_in_emerging_markets/building_brands_in_emerging_markets#</a>	do it? bring a picture or two	
<b>Class 12 - November 22</b>  ▪ <b>Evolving the Brand</b>	Aaker on Branding Chapters 18-19 <a href="http://www.adweek.com/news/advertising-branding/best-and-worst-brand-extensions-146966?page=1">http://www.adweek.com/news/advertising-branding/best-and-worst-brand-extensions-146966?page=1</a>		
<b>Class 13 - November 29</b>  ▪ <b>Launching a brand</b> ▪ <b>Identifying the opportunity</b> ▪ <b>Bringing the brand to life</b>	Crisis management article on blackboard		▪ <b>Interactive workshop on launching a new brand in the hospitality industry</b>
<b>Class 14 - December 6</b>  ▪ <b>Brand innovation – How does it work</b> ▪ <b>Intro to design thinking</b>	Aaker on Branding Chapter 8	▪ <b>Bring one example of what you consider good consumer packaged goods innovation and one example of bad consumer packaged goods innovation</b>	▪ <b>Interactive workshop on innovation</b>
<b>Class 15 - December 13</b>  ▪ <b>Final presentations</b>		<b>Final Project:</b> Brand Company Audit – Bring brief Powerpoint to class (details to come)	▪ <b>Class shareouts</b> ▪ <b>Peer evaluations</b>