



GEORGETOWN UNIVERSITY
School of Continuing Studies
Integrated Marketing Communications

Georgetown University, MPS IMC | SPRING 2017

MPMC-603-02: THE BRAND CONCEPT

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

Class Location: 640 Mass Ave Washington, DC 20001

Professor: Rita Santelli

Office Hours: 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 & PARTICIPATION

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.

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.
- Marketing is a date-driven field and the late work policy in this class reflects this fact. All assignments must be turned in by the day and time listed on the Grading Rubric. Assignments received after deadline are considered late, and 10% of the grade will be deducted for each day it is late. Extensions will be granted in extraordinary circumstances. If you need an extension, it is up to you to contact me in advance with a request. I will not retroactively offer extensions for late work.

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 Canvas 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.

HOW TO SUBMIT ASSIGNMENTS

Assignments must be submitted in hard and electronic copy. Bring a hard copy to class the night it is due. Submit assignments via Canvas by the time listed in the Grading Rubric. **Include your name, course number, assignment title, page numbers and the due date on all submissions.**

ASSIGNMENT SUMMARIES

The following summarizes the assignments in this course. Please refer to the Grading Rubrics for details and additional requirements.

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 additional requirements and details)

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. (See Grading Rubric for additional requirements and details)

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 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. (See Grading Rubric for additional requirements and details)

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 additional requirements and 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:

In class participation	25 points
Brand Report Card	40 points
Positioning Statement	10 points
Loyalty Program Assessment	25 points
Brand Company Audit	100 points
Total:	200 points

Grading Metrics:

Students will have the opportunity to earn a **total of 200 points** this semester. Please reference the grading scale below to see 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
<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; <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
Class 1 – January 17 <ul style="list-style-type: none"> ▪ Introductions ▪ Course Overview ▪ The What & Why of Branding ▪ What Defines a GREAT Brand/Star Brands 	<ul style="list-style-type: none"> ▪ Star Brands Chapters 1-2 ▪ Aaker on Branding Chapters 1-2 		<ul style="list-style-type: none"> ▪ Meet the Professor/Class ▪ Course Overview (Syllabus, Readings, Assignments) ▪ “Tell me your name and your favorite brand” ▪ What makes a brand good/great? ▪ Why is brand building hard?
Class 2 – January 24 Assessment & Goal Setting <ul style="list-style-type: none"> ▪ Market Assessment ▪ Vision & Mission ▪ The Brand Report Card 	<ul style="list-style-type: none"> ▪ Star Brands Chapters 3-4 ▪ Aaker on Branding Chapters 3-4 ▪ The Brand Report Card (Keller): link in Canvas ▪ Strategic Brand Management Chapter 2 p. 67-79 		<ul style="list-style-type: none"> ▪ Share/Review examples of great brands and weak brands ▪ Discuss difference between Mission, Vision
Class 3 – January 31 Brand Equity & Targeting <ul style="list-style-type: none"> ▪ The Brand Equity Pyramid ▪ Targeting & Segmentation ▪ Writing & Developing a Positioning Statement 	<ul style="list-style-type: none"> ▪ Star Brands Chapters 5-6 ▪ Aaker on Branding Chapter 5-7 ▪ Strategic Brand Management Chapter 2 p. 79-100 	Brand Report Card	<ul style="list-style-type: none"> ▪ What is brand ideal/purpose? ▪ How do ownable assets support the brand’s promise and benefits? ▪ Breaking down the components of the statement ▪ Share/Review examples of good/weak positioning

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Class 4 – February 7 Brand Equity & Targeting <ul style="list-style-type: none"> ▪ Writing & Developing a Positioning Statement ▪ Maintaining Relevance 	<ul style="list-style-type: none"> ▪ Aaker on Branding Chapters 9, 15-16 ▪ The Brands that Make Customers Feel Respected (HBR article): link in Canvas 		Guest Speaker: Wendy Zajack TOPIC: Nokia – The Repositioning of a Brand <ul style="list-style-type: none"> ▪ Share/Review examples of good/weak positioning
Class 5 – February 14 Crafting a Communication Strategy <ul style="list-style-type: none"> ▪ Insights & Benefits ▪ Key Messages ▪ Brand Voice ▪ Brand Archetype 	<ul style="list-style-type: none"> ▪ Star Brands Chapters 7-8 ▪ Aaker on Branding Chapters 10, 13 	Positioning Statement	<ul style="list-style-type: none"> ▪ How do brands express their insights through communications? ▪ Connecting archetypes to brand voice.
Class 6 – February 21 Crafting a Communication Strategy <ul style="list-style-type: none"> ▪ Brand Archetype ▪ Brand Elements ▪ Working with an Agency 	<ul style="list-style-type: none"> ▪ Archetype exercise: link in Canvas ▪ Strategic Brand Management Chapter 4 ▪ From Touchpoints to Journeys (McKinsey article): link in Canvas 	Personal assessment	Guest Speaker: TBD TOPIC: Working with an Agency <ul style="list-style-type: none"> ▪ Your personal archetype
Class 7 – February 28 Establishing the Marketing Strategy & Mix	<ul style="list-style-type: none"> ▪ Star Brands Chapters 9-10 	Brand Selection for Final Project	<ul style="list-style-type: none"> ▪ Creative Review
Class 8 – March 14 Establishing the Marketing Strategy & Mix <ul style="list-style-type: none"> ▪ Digital Channels 	<ul style="list-style-type: none"> ▪ Aaker on Branding Chapter 12 ▪ Getting a Sharper Picture of Social Media’s Influence (McKinsey article): link in Canvas 		Guest Speaker: TBD Digital Marketing & Branding <ul style="list-style-type: none"> ▪ Bring an example of a brand that you think does a great job in conveying its brand message social media – who? How do they do it? bring a picture or two
Class 9 – March 21 Establishing the Marketing Strategy & Mix <ul style="list-style-type: none"> ▪ Building Brand Communities & Loyalty 	<ul style="list-style-type: none"> ▪ Getting Brand Communities Right (HBR article): link in Canvas 		<ul style="list-style-type: none"> ▪ Your experience with loyalty programs: How many loyalty programs do you belong to? How many influence your behavior?

<p>Class 10 – March 28</p> <p>Building the Marketing Plan & Measurement</p> <ul style="list-style-type: none"> ▪ Elements of a Robust Marketing Plan ▪ Brand Equity Management System – Audits, Tracking 	<ul style="list-style-type: none"> ▪ Star Brands Chapters 11-12 ▪ Strategic Brand Management Chapter 8 	<p>Loyalty Program Assessment Due</p>	<p>Guest Speaker: TBD</p> <p>Brand Measurement/Equity Tracking</p> <ul style="list-style-type: none"> ▪ Identify the appropriate quantitative and qualitative tools to measure the meaning and strength of a brand
<p>Class 11 – April 4</p> <p>Building the Marketing Plan & Measurement</p> <ul style="list-style-type: none"> ▪ Consumer Research and Insights 	<ul style="list-style-type: none"> ▪ Strategic Brand Management Chapter 9 		<p>Guest Speaker: TBD</p> <p>Consumer Research</p>
<p>Class 12 – April 11</p> <ul style="list-style-type: none"> ▪ Evolving the Brand 	<ul style="list-style-type: none"> ▪ Aaker on Branding Chapters 17-19 ▪ Best & Worst Extensions (Adweek article): link in Canvas ▪ Building Brands in Emerging Markets (McKinsey article): link in Canvas 		<ul style="list-style-type: none"> ▪ How do we adjust to changing consumer needs, evolve the core, develop line extensions, or even change your business model completely?
<p>Class 13 – April 18</p> <ul style="list-style-type: none"> ▪ Launching a brand ▪ Identifying the opportunity ▪ Bringing the brand to life 	<ul style="list-style-type: none"> ▪ Crisis management article in Canvas 		
<p>Class 14 – April 25</p> <ul style="list-style-type: none"> ▪ Brand innovation – How does it work ▪ Intro to design thinking 	<ul style="list-style-type: none"> ▪ Aaker on Branding Chapter 8 		<ul style="list-style-type: none"> ▪ Interactive workshop on innovation ▪ Bring one example of what you consider good consumer packaged goods innovation and one example of bad consumer packaged goods innovation
<p>Class 15 – May 9</p> <ul style="list-style-type: none"> ▪ Final presentations 		<p>Final Project: Brand Audit – Bring brief Powerpoint to class (details to come)</p>	<ul style="list-style-type: none"> ▪ Class shareouts ▪ Peer evaluations