Course number: MKTG 4390.001
Instructor: Oliver Cruz-Milan, Ph.D.
Semester: Fall 2019
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Office: OCNR 386
Office Hours: Wed. 5:00-8:00pm / Online Wed. 12:00-2:00pm

Course Description:
This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities.

Required Materials:

Objectives:
✓ Increase student awareness of relevant issues in planning, implementing, and evaluating brand strategies
✓ Provide to students the relevant theories, models, and decision-making frameworks related to brands.
✓ Foster an environment for students to reflect about and simulate the application of branding principles.

Learning Outcomes:
✓ Understand the terminology, concepts, and activities of brand management
✓ Understand the brand equity concept, including the general steps to create and grow a brand’s value:
  o Identify & establish the brand values & positioning
  o Plan & implement brand marketing programs
  o Measure & interpret brand performance
  o Continue to grow & sustain brand equity over the long-term

Major Field Test (MFT)
This course has been identified as critical to student mastery of the content covered by the Major Field Test (MFT). The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.
Office Hours and Contact Information
My office hours are shown above. If you need to contact me other than the normal office hours, we can set up a virtual/online or phone appointment. E-mail me to Oliver.CruzMilan@tamucc.edu (not through the Blackboard Learn email), and I will respond to you normally within 24 hours. During vacation or weekend hours, responses may take longer. Make sure to regularly check your e-mail or the Announcements section in Blackboard Learn for any update or notice not given by the professor during class. It is your responsibility not to miss any crucial information. Feel free to discuss with me any concern or way that you think I can support your learning.

Teaching Orientation:
Teaching is not the combination of passive observation by students and organized presentation by professors. Student effort is the most critical factor. Professors play an important, but secondary role, by creating the right atmosphere, providing an expert view of the subject matter, and managing student conduct and progress. You must view this class as an opportunity for practicing the principles of professional conduct. Your appearance, attitude, words, and actions must live up to those principles, even if the course is hybrid or fully online.

Class Attendance:
This course section is designated as hybrid (primarily in-class meetings and some online work). Therefore some days WILL NOT require face-to-face meetings in the classroom (but you will still need to complete online activities). For the days in which you are required to meet in the classroom (see the course schedule at the end of this syllabus), attendance will be taken in every session. For these meetings, every 5 absences will result in one letter grade lowered (e.g., from B to C), and are cumulative during the semester (lowering more than one letter grade as absenteeism persists). Being late twice will count as one class absence. A class absence can be avoided if you can provide a legitimate reason with proof (e.g., doctor’s signed notice, memo of activities approved by the university, employer signed notice, etc.). If you do miss a class, you are fully responsible to inform the professor by e-mail in the same day (except extenuating circumstances), and get the notes and assignments from classmates or from the professor. Based on your class attendance record, the professor may use judgement to excuse recurring absences (on a case-by-case basis, under extenuating circumstances, and extraordinary situations).

Class Participation:
Your participation and contribution to class discussions plays a large part in the extent of learning and benefit you obtain from the course. The professor’s subjective assessment of your participation in discussions may be taken into account to complement your evaluation in assignments, exercises, and presentations. Therefore, you are encouraged to actively participate in class discussing course-related topics. Please do not hesitate to ask any question you have or clarification that you need for your learning (remember that there are no dumb questions).

Team Activities:
For some learning activities you will work in teams. If you are not present on the day in which your team has a presentation or topic discussion, you WILL NOT receive credit for that presentation/assignment. This applies even if you contributed to the assignment, unless the absence is justified as described before. Any change to presentation dates or topics should be authorized by the professor in advance.

Peer Evaluation:
Students’ presentations will be co-evaluated by the teams in the class. Doing such co-evaluations will count toward the final semester grade. Therefore, if you don’t attend class in the day in which your team evaluates others’ presentation, you WILL NOT receive the full grade corresponding to the activity, unless the absence is justified as described previously.

Missed Exam/Late Assignment Policy:
There are NO make-up exams, and late assignments WILL NOT be accepted, unless timely communication and appropriate justification have been previously provided to the professor (in these cases, the late exams or work may be worth 50% of the original grade). Consult deadlines in the specific assignments’ schedules (PDF files), since due dates may not be displayed or synchronized in Blackboard’s calendar. Any questions regarding an exam score must be discussed with the professor within one week after the exam grade is posted/reported to the student. Please let me know what I can do to assist you to foster your learning in the course.
Exams and Quizzes:
There will be three exams in this course. Due to time limitations, the professor may not lecture on all of the assigned chapter readings during class. **Students will be responsible for and tested on all of the assigned readings and class lectures/discussions.** Exam booklets will be kept by the professor and students will only get back their graded scantrons, but will be able to review their booklets during office hours. In addition, the professor will administer 60-minutes, multiple-choice online quizzes through Blackboard on the designated dates (a schedule of will be posted in Blackboard). The scores earned in quizzes will be displayed after submission, and the correct/incorrect answers to each question will be displayed only after the quizzes’ respective due dates.

Working in Teams:
During the course, team assignments will provide a good opportunity for you to learn to work with other students as a team. Approximately eleven teams (5 members each) will be formed by the students (students will remain in the same team working together throughout the entire course). Team members who have issues or feel their grade is being affected by the lack of work, collaboration, or responsibility of (an)other team member(s), must inform the issues/concern to the professor in advance (before the assignment’s due date). The team member(s) must send an e-mail with an explanation of reason(s) for concern or why someone should be removed from the team. Upon review by the professor (on a case-by-case basis), problematic or non-contributing members may receive zero points for that assignment, with no opportunity to make it up. If available, use the forums for your team in Blackboard to communicate with your peers and keep record of an assignment’s progress, work distribution, reminders, and information to be shared among team members. If team members fail to report to the professor an issue/concern in a timely manner, the professor may not be in a position to intervene and/or remove problematic or non-contributing member(s) and the entire team will be awarded the same grade. Team members who are not present on the day in which his/her team has a presentation, WILL NOT receive credit for that presentation, even if the student contributed to the assignment/work, unless the absence is justified as described before. Any change to presentation dates or topics should be authorized by the professor in advance.

Grading Policies:
Grading criteria is subject to adjustments (in such case they will be announced to the class). All calculations will be based on a maximum of 1000 points. The total points will be made up as follows:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments (6@50pts each)</td>
<td>300 pts</td>
</tr>
<tr>
<td>Online quizzes (6@33pts each)</td>
<td>200 pts</td>
</tr>
<tr>
<td>Student-led discussion</td>
<td>100 pts</td>
</tr>
<tr>
<td>Branding project</td>
<td>100 pts</td>
</tr>
<tr>
<td>Exams (3@100pts each)</td>
<td>300 pts</td>
</tr>
<tr>
<td>TOTAL POINTS*</td>
<td>1,000 pts</td>
</tr>
</tbody>
</table>

Grades will not be average-based nor curved. Students with 5 or more unexcused absences won’t get an A, even with any extra credit. Your final letter grade will depend on the total number of points you accumulate at the end of the semester (from all the performance measures above), according to the following ranges:

- 900-1000 pts = A
- 800-899 pts = B
- 700-799 pts = C
- 600-699 pts = D
- 0-599 pts = F

Students Responsibilities:
The College of Business expects students to behave in a professional and respectful manner in the classroom and during any interaction with professors, colleagues, and visitors (subject to disciplinary action). In addition, here are some specific policies for students to observe while in the course:
Read and understand this syllabus. Successful completion of the course will partly depend on knowing what to expect and do during the semester.

Read assigned book chapters before class. Students who don’t have/read the textbook are usually the ones with lowest semester grades. Consider each session as an opportunity to clarify questions/doubts.

Unless otherwise noted, you must submit all assignments no later than the due date through the corresponding module in Blackboard:
- Make sure to follow instructions, proofread your assignments, and use APA style citations/references.
- Use Times New Roman, Arial, or Calibri font, font size 12, single-spaced, with all margins set to 1”.
- Points will be deducted if submitted works do not comply with the instructions.

Attend class.
- The professor will take attendance every face-to-face meeting. The timing of attendance-taking may be random and those who are not in the classroom at that time will be regarded absent for one entire session. Sing in the same way, consistently, and do not sign in for other classmates who are absent.
- If you arrive to class after attendance was taken, let the professor know that you are showing up. If you know you will have to leave early, make sure you inform the professor beforehand with appropriate reasons (or you will be marked absent).

Do not disrupt or distract the class during lectures or presentations.
- Do not come to class to spend the session browsing the web, play video games, listen music, or do other activities for amusement. Avoid being asked to leave the classroom for those reasons.
- No chit-chat about non-course related topics. Be respectful to others in the classroom and pay attention when your classmates present/discuss a topic.

When e-mailing the professor, make sure to comply with the following:
- In the subject line, include the course name/section (e.g., MKTG 4390.001 – meeting times).
- When writing your message, start your body text with the Professor’s name (e.g., Hi Professor Cruz, Hello Dr. Cruz). Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your e-mail. Be professional!
- Use a proper closing. Make sure to put your name at the end of the message.

Modification of the Syllabus:
Modifications to the syllabus may occur during the semester, including adjustment to the grading policies and/or schedule, if such alterations further the learning of students, or according to unforeseen situations affecting the course progress. Any changes made will be informed in class, e-mail, or in Blackboard. It is your responsibility to attend class and regularly check your e-mail or Blackboard to learn about crucial course information.

Professor’s Absence:
If for some reason the professor does not show up after 15 minutes of the class start time, or if a secretary from the College informs you the class is cancelled, you may leave the classroom. In such case, please make sure to check your e-mail or Blackboard for any announcements or updates from the professor.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence. If an assignment has not been clearly given as a “group” or “collaborative” assignment, you will be expected to turn in work that is uniquely and unmistakably your own.

Dropping a Class
Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance
and participation WILL NOT automatically result in your being dropped from the class. November 8th is the last day to drop a class, and December 3rd is the last day to withdraw.

**Methods of scholarly citations** — For class assignments and projects, select a professional citation style (APA, MLA, Chicago, Harvard) to be used consistently throughout your works’ citations and references.

**Classroom/professional behavior**

Students must conduct themselves in a professional, respectful, and courteous manner towards faculty and other students. Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Grade Appeals**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamu-cc.edu/provost/university_rules/index.html](http://www.tamu-cc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Exam-Proctoring Fees**

Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student.

**Statement of Academic Continuity**

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Textbook Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>M</td>
<td>Introduction of Course / Syllabus / Student-led discussion dates are designated</td>
<td>W Ch. 1 Brands and Brand Management / Teams are formed by students</td>
</tr>
<tr>
<td>2nd</td>
<td>M</td>
<td>No class (Labor Day)</td>
<td>W Ch. 2 Customer-Based Brand Equity and Brand Positioning</td>
</tr>
<tr>
<td>3rd</td>
<td>M</td>
<td>Ch. 2 Customer-Based Brand Equity and Brand Positioning</td>
<td>W QUIZ Chapters 1 and 2 (to be completed online through WVSU Online)</td>
</tr>
<tr>
<td>4th</td>
<td>M</td>
<td>Ch. 3 Brand Resonance and the Brand Value Chain</td>
<td>W Ch. 3 Brand Resonance and the Brand Value Chain</td>
</tr>
<tr>
<td>5th</td>
<td>M</td>
<td>Ch. 4 Choosing Brand Elements to Build Brand Equity</td>
<td>W Ch. 4 Choosing Brand Elements to Build Brand Equity</td>
</tr>
<tr>
<td>6th</td>
<td>M</td>
<td>QUIZ Chapters 3 and 4 (to be completed online through WVSU Online)</td>
<td>W Ch. 5 Designing Marketing Programs to Build Brand Equity</td>
</tr>
<tr>
<td>7th</td>
<td>M</td>
<td>Midterm Exam I</td>
<td>W Ch. 6 Integrating Marketing Communications to Build Brand Equity</td>
</tr>
<tr>
<td>8th</td>
<td>M</td>
<td>QUIZ Chapters 5 and 6 (to be completed online through WVSU Online)</td>
<td>W Ch. 8 Developing a Brand Equity Measurement and Management System</td>
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<tr>
<td>9th</td>
<td>M</td>
<td>Ch. 9 Measuring Sources of Brand Equity: Capturing Customer Mind-Set</td>
<td>W Ch. 9 Measuring Sources of Brand Equity: Capturing Customer Mind-Set</td>
</tr>
<tr>
<td>10th</td>
<td>M</td>
<td>QUIZ Chapters 8 and 9 (to be completed online through WVSU Online)</td>
<td>W Ch. 10 Measuring Outcomes of Brand Equity: Capturing Market Performance</td>
</tr>
<tr>
<td>11th</td>
<td>M</td>
<td>Midterm Exam II</td>
<td>W Ch. 11 Designing and Implementing Branding Architecture Strategies</td>
</tr>
<tr>
<td>12th</td>
<td>M</td>
<td>QUIZ Chapters 10 and 11 (to be completed online through WVSU Online)</td>
<td>W Ch. 12 Introducing and Naming New Products and Brand Extensions</td>
</tr>
<tr>
<td>13th</td>
<td>M</td>
<td>Ch. 12 Introducing and Naming New Products and Brand Extensions</td>
<td>W Ch. 13 Managing Brands over Time</td>
</tr>
<tr>
<td>14th</td>
<td>M</td>
<td>QUIZ Chapters 12 and 13 (to be completed online through WVSU Online)</td>
<td>W Ch. 14 Managing Brands over Geographic Boundaries and Market Segments</td>
</tr>
<tr>
<td>15th</td>
<td>M</td>
<td>Ch. 14 Managing Brands over Geographic Boundaries and Market Segments</td>
<td>W No class (Thanksgiving Break)</td>
</tr>
<tr>
<td>16th</td>
<td>M</td>
<td>Branding project presentations</td>
<td>W Branding project presentations</td>
</tr>
<tr>
<td>TBA</td>
<td></td>
<td>Final Exam</td>
<td></td>
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</tbody>
</table>