

Brand Management in the 21st Century: MBA Spring 2017

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Feel free to email me anytime or text/call during daytime hours.

		Topic	Reading/Assignments
Week 1 Jan. 25	Intro: Assess the Landscape	Basics of Brand Management	Prepare: Come prepared with examples of brands that are well-marketed/not well-marketed
Week 2 Feb. 1	The "Landscape"	Category and Competitive Dynamics	Write Up: Ikea invades America Read: Marketing Success Through Differentiation--of Anything by Theodore Levitt.
	The "Who"	Segmentation	Write Up: Black and Decker Case Study
Week 3 Feb. 8	The "Who"	Targeting	Write Up: Porsche: The Cayenne
	The "What"	Commercial Strategy and New Product Innovation	Write Up: Cialis Case Study: Getting Ready to Market
Week 4 Feb. 15	The "What"	Brand Positioning	One Page Assignment: Dove: Evolution of a Brand
		Retail Strategy	One Page Assignment: JC Penney
Feb. 22	No Class		
Week 5 March 1	The "How"	Communication in Interactive Environments	Write Up: Coca-Cola Liquid and Linked Watch: Wendy Clark, Liquid and Linked Marketing Presentation (Youtube June 4, 2013) Watch: Bob Hoffman, The Golden Age of Bullsh*t (Youtube April 10, 2014)
		Interactive Marketing, Social Media, and CRM	Write Up: Sephora Direct Case Study: Investing in Social Media, Video, and Mobile.
Week 6 March 8	Presentations	Prepare and Present: Brand Management Final Presentations	

Recommended Weekly Reading: Adweek, CMO Today at WSJ.

Assignments/Grade Break Down:

- One Page Assignments: 20%. Most classes you are asked to turn in a write up on one of two cases discussed in that session. You are still responsible to prepare the other case for discussion. Each assignment should be one single spaced page written up to the best of your ability according to the framework of the course:
 - **Landscape:** Assess category and competitive dynamics
 - **Who:** Consumer Target and Segmentation
 - **What:** Product strategy
 - **How:** Communication/retail strategy
 - **Strategic Recommendation:** Given the above, what should the strategy be going forward?

Cases will be graded according to “Complete” (10 pts.) “Incomplete” (7 pts.) or “Non-Existent” (0 pts). I will share individual feedback with those who get incompletes or with those who specifically request it.

- Participation: 20% Expectations are that you will come to each class prepared for discussion and that you can respond adequately to both “warm” and “cold” calling. This class has a no electronic device policy except where specifically called for. If you need to use your device for academic reasons, please speak to me before class. Roll will be taken and 100% attendance is expected—exceptions may be given for extraordinary circumstances, but you must notify me/our TA and don’t push your luck. You also need to carry your weight on your team to get full credit for the Brand Management Project.
- Mid-Term Check In: 20%. (Week 7) Opportunity to make sure you and your group are on track for your class project. You will be expected to make a 10 minute presentation during the second hour of class where you provide an overview of the brand you have selected: category, consumer target, product strategy, and communication/retail strategy. An important part of assessing retail strategy will be store visits and on-line assessment. **Make sure that you are a member of a 2-3 person group by the end of Week 1.** Please send your group name, brand chosen, and group members to the TA prior to Class 2. You will give a brief presentation on your brand and why you chose it at the beginning of Class 2 (no ppt necessary).
- Final Brand Management Project: 60% (Week 6)
 - Assume that your team manages a brand of your choice. This should not be a brand that any team member has worked on in a professional capacity. Assess category and competitive dynamics (landscape), consumer target (who), product assortment and innovation strategy (what), and communication/retail strategy (how). Make concrete and actionable recommendations as to how to best drive growth in the next 2-3 years.
 - **Make sure that you are a member of a 2-3 person group by the end of Week 1.** Please send your group name, brand chosen, and group members to the TA prior to Class 2. You will give a brief presentation on your brand and why you chose it at the beginning of Class 2 (no ppt necessary).
 - Remember to use all relevant tools from the class, and include pricing strategy, incremental opportunity, and size of prize in your analysis. Also remember that you need to emphasize a new emphasis or change in direction—not just report on something the company is already doing. Please assess the risks of your plan and what steps you could take to mitigate them.
 - This should be a 15 minute Power Point presentation which will be uploaded to Canvas prior to the presentation. If necessary, please let me know if someone in your group is slacking.