

## COURSE SYLLABUS

Course Prefix & Number	Business 338
Course Name	Brand and Product Management
Term	Fall 2023

### 1. COURSE INFORMATION

#### 1.1. Instructor Information

<b>Instructor:</b>	Kit Kiefer
<b>Office Hours:</b>	9:30-11 a.m. T-Th, CPS 336; virtual office hours available via Facebook (Kit Kiefer), LinkedIn, Zoom, Microsoft Teams, and email
<b>Office Telephone:</b>	Mobile: (715) 570-2120 (also text)
<b>E-mail:</b>	kkiefer@uwsp.edu
<b>Expected Response Time:</b>	24 hours

#### 1.2. Course Information

<b>Course Description:</b>	Understand the distinctions between brands and products, and understand how to create, manage and measure brands and products in today's dynamic marketplace.
<b>Credits:</b>	3
<b>Prerequisites:</b>	Business 330, Marketing Principles


#### 1.3. Textbook & Course Materials

<b>Required Text(s):</b>	<i>Strategic Brand Management</i> , Keller and Swaminathan, fifth edition (Pearson)
<b>Other Readings:</b>	As assigned

#### 1.4. Course Technology

<b>Course Website:</b>	N/A
<b>Other Websites:</b>	N/A
<b>Course Delivery:</b>	In-person

**Delivery Mode Changes:** Changes to course delivery may occur at any time during the term to address public health and safety concerns.

**Canvas Support:** Click on the HELP button (  ) in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question: *Submit a question to your instructor*
  - Use sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student): *Live Chat with Canvas Support 24x7!*
  - Student request initiates a *text chat* with Canvas support. Response qualified with severity level.
- Contact Canvas Support via email: *Canvas support will email a response*
  - This will let you explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone: *Find the phone number for your institution*
  - Calling the Canvas number will let Canvas know that you're from UWSP; available 24/7.
- Search the Canvas Guides: *Find answers to common questions*
  - [Canvas guides](#) connect you to documents you can search by issue. [Video guides](#) connect you to videos.
- Submit a Feature Idea: *Have an idea to improve Canvas?*
  - If you have an idea for Canvas, offer your thoughts through Submit a Feature.

Self-train on Canvas through the self-enrolling/paced [Canvas training course](#).

### UWSP Technology Support:

The Office of Information Technology (IT) provides a [Service Desk](#) to help students connect to the Campus Network, remove viruses and spyware, recover files, get equipment on loan, or fix their computer. Email the Service Desk at [techhelp@uwsp.edu](mailto:techhelp@uwsp.edu), call (715) 346-4357 (HELP) or click the hyperlink above.

For technology instruction sheets, online support videos, and other related resources, click [here](#).

The university also provides a [Technology Tutoring service](#) where tutors meet students one-on-one to provide technology assistance.

Additional tools designed to help students taking online or hybrid courses can be found [here](#).

## 2. LEARNING OUTCOMES

### 2.1. Course Goals

After taking this course, you should be able to:

- Understand and explain what is and is not a brand

- Understand the steps necessary to create a brand
- Identify and leverage key brand attributes
- Understand how to benchmark and measure brand performance
- Apply the components necessary to tell a brand's "story" through multiple channels
- Leverage marketing assets to support a brand
- Understand what goes into managing a brand portfolio
- Understand the core differences between brands and products
- Understand the steps that go into creating and launching a product
- Grasp and apply the elements of product marketing
- Understand the dynamics of managing product portfolios
- Apply the steps necessary to modify products
- Be able to outline a plan of action when something goes wrong with a product or brand

## 2.2. Course Learning Objectives

- Understanding the difference between brands and products, and where they fit in today's marketplace
- Understanding a brand's core assets as well as its "story," and being able to leverage those
- Understanding the concept of a brand portfolio, and what it takes to manage one
- Understanding the steps and research needed to create a product
- Understanding advanced concepts of product marketing
- Understanding the concept of a product portfolio, and what it takes to manage one

## 2.3 Academic Unit

**Sentry School Mission:** The UW-Stevens Point Sentry School of Business and Economics creates career-ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The Sentry School achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On-the-job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

**Accreditation Commitment:** The Sentry School is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5% of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

## 3. COURSE POLICIES

### 3.1. Attendance

Class attendance and participation will be an important part of your grade. In the business world, sometimes just showing up is enough.

One of the most important characteristics of a good marketing professional is the ability to listen and contribute to the conversation (even if you don't happen to be listening at that time – believe me, I've been there). Expect to be asked to contribute to the conversation several times in each class period, and I hope you volunteer thoughts and insights more frequently than that.

You'll find class periods to often consist of free-flowing dialogue, which may be different than other class sessions you've been a part of. Hopefully, you'll find it more enjoyable and engaging.

### 3.2. Late Work

I give you a lot of time to do your work; as a result, I have little tolerance for late work. Therefore, late work is subject to a penalty of up to 75% of the available points for that assignment.

### 3.3 Etiquette/Netiquette

There are excellent speakers lined up; out of respect to them, I ask that you make an extra-special effort to be in class and to be present, to interact with them and get everything you can from them. They are here in part because I bribed them, and in part because they actually care about you and your future. Take advantage of that.

## 4. GRADING

### 4.1. Grading Scheme

Letter Grade	Percentage Range ( x = your score )				
A	93.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	92.9%
B+	87.0%	≤	x	≤	89.9%
B	83.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	82.9%
C+	77.0%	≤	x	≤	79.9%
C	73.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	72.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

#### 4.2. Grading Notes (if provided)

Assignments should be approached as if you were a brand or product manager at an organization and your boss asked you for something. If it wouldn't cut it in business, it won't cut it in class. Questions? Ask me.

All assignments should be completed on time and be relatively attractive and well-written, with attention paid to grammar, spelling, and wordiness. I'm a professional writer and I don't have much tolerance for needlessly sloppy writing. Any assignments using graphics should be clean and neat. Also: Don't use AI. I use it, I teach it, and I can spot it. Take my Platforms & Systems class if you want to know how to use AI.

Also: Do the assignment as it's assigned. If I ask you to reflect on a speaker, genuinely reflect. Don't submit a couple of half-hearted bullet points. I know the temptation is to do the bare minimum, because college. That's not what you do in the business world. I expect your best, all the time.

#### 4.3. Points Available

Points (if provided)	Item Description
225	Class participation
150	Midterm
250	Brand and product project
125	Other assignments
125	Final presentation
150	Final Exam
100	Extra-credit points
1,125	<b>TOTALS</b>

## 5. COURSEWORK DESCRIPTIONS & COMMENTARY

### 5.1. Exams

The midterm and final will be take-home. While there are marketing situations that require snap judgments, they're rarer than you might think. What's much more important to me is that you can apply the techniques you learn here to real-life marketing situations. I expect your exam work to be thorough and display creative and innovative applications of the content you've been provided, through the readings and in class. I'm interested in how you think.

## 5.2. Assignments

You will have to do a major project for this class. Because this class deals with brand **and** product management, the projects will cover first, brand management, and then product management.

As part of this class you will be assigned to an organization – some local and featured in class, and some national. Each organization was chosen because of specific characteristics regarding their product array and/or their brand. Those of you with local organizations will have the benefit of meeting their representatives in class; those of you with national brands will have to investigate how they handle brand and product for yourselves. It won't be hard, though.

You will have to submit a combined brand and product report, which will be due at the end of the semester.

At a minimum I expect you to cover:

- The competitive environment
- Market size and characteristics
- Market evolution
- Organization history
- Organizational identity
- Marketing mix – brand vs. product
- Consumer vs. B2B marketing

For the brand report:

- Brand identity
- Brand history
- Brand statistics
- Brand equity
- Brand attributes
- Brand communication
- Brand marketing
- Brand outlook

For the product report:

- Product line
- Product-line stratification/target markets
- Product strategy
- Pricing strategy
- Product distribution
- Product lifecycle
- Product statistics – what do they measure to determine success
- New-product development process
- Product communication
- Product marketing
- Product outlook

At the end of the semester you will give a presentation that combines both your brand report and your product report, and includes recommendations for future brand and product marketing.

This is a 300-something-level class, so I expect 300-something-level work. If you have any questions on what that entails, ask me.

Note that you are working with partners that are major businesses in the area. I expect professionalism in your dealing with them, all the time. When you meet with them, you are representing the university.

### ***5.3. Smiley Professional Events (a/k/a Pro Events)***

**Note: You are not required to attend Smiley Pro Events as a part of this class.**

Several UWSP departments and programs, including the Sentry School, sponsor **Smiley Professional Events** (or **Pro Events**).

Pro Events connect you to:

- *Campus* (e.g., academic coaching, student clubs);
- *Community* (e.g., Rotary, Business Council): and
- *Careers* (e.g., internships, networking).

As a Sentry School student, you can choose more than 300 events per year – speakers, workshops and special events. Visit the [Pro Events website](#) for announcements of upcoming events. You can also follow them on social media. Facebook: [UWSP School of Business & Economics](#); Instagram: [@uwsptryschool](#) Twitter: [@UWSPBusiness](#)

Find the Pro Events calendar in the new virtual C2C! Get started by either downloading the Suitable app in your preferred app store or by visiting [app.suitable.co](#). Then log in with your UWSP email; be sure to give access to your camera and turn on notifications. Later in the semester, you will receive instructions on how to request that your Pro Events attendance credits be applied to your Sentry School classes with Pro Events requirements.

If you have multiple courses/affiliations with Pro Events requirements, it's your responsibility to make sure you've attended enough events for each course/affiliation. If you haven't, your attendance will be allocated to your courses in alphanumeric order followed by any other affiliations.

Attendance at Pro Events will be confirmed within the Pro Events Tracker in the virtual C2C. Please allow a week for confirmation of attendance at events held outside the Sentry School, such as Career Services events. If you have a question about Pro Events attendance, please email [proevents@uwsp.edu](mailto:proevents@uwsp.edu).

## **6. SCHEDULE**

### ***6.1. Dates and Deadlines***

The instructor will provide a tentative course schedule. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found [here](#).

## Class Schedule:

WK	DATE	TOPIC	READING/ ASSIGNMENT
1	Sept. 5-7	Syllabus Review – Introductions Defining Brand Brand history and brand storytelling	READ: Chapter 1
2	Sept. 12-14	Brand awareness Brand trust Brand positioning	READ: Chapter 4
3	Sept. 19-21	Brand loyalty Brand equity	READ: Chapter 3
4	Sept. 26-28	Brand value SPEAKER: Gamber-Johnson	READ: Chapters 2, 5
5	Oct. 3-5	Brand elements SPEAKER: Sentry	READ: Chapters 6,7 WATCH: <a href="https://www.cbsnews.com/live/video/20220821172_010-birkenstocks-are-the-sole-of-the-summer/">https://www.cbsnews.com/live/video/20220821172_010-birkenstocks-are-the-sole-of-the-summer/</a>
6	Oct. 10-12	Brand marketing SPEAKER: UWSP	READ: Chapters 12, 13
7	Oct. 17-19	Brand architecture SPEAKER: Delta Dental	READ: Chapter 14
8	Oct. 24-26	Brand and planning Brand measurement MIDTERM SPEAKER: Skyward	READ: Chapter 13
9	Oct. 31-Nov. 2	Rebranding Product Product attributes	READ: <a href="#">“What It Takes To Become A Great Product Manager”</a>
10	Nov. 7-9	Product mix Product lifecycle	READ: TBD
11	Nov. 14-16	Distribution and supply-chain management Marketing channels	READ: TBD
12	Nov. 21	Product launches	
13	Nov. 28-30	Product marketing and advertising	



14	Dec. 6-8	Product research and promotion	
15	Dec. 13-15	Product crises	
16	Dec. 18ish	FINAL	

## 7. OTHER ADMINISTRATIVE DETAILS

### ***7.1. ADA / Equal Access for Students with Disabilities***

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at [UW Legal and Policy Information](#).

UW-Stevens Point will modify academic program requirements as necessary to ensure they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards, nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe their disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability Resource Center to complete an Accommodations Request form. The DRC is located in room 108 in the Collins Classroom Center. For more information, call 715-346-3365 email [drc@uwsp.edu](mailto:drc@uwsp.edu), or visit [Disability Resource Center](#).

### ***7.2. Nondiscrimination Statement***

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or click [here](#).

### ***7.3. Sentry School Inclusivity Statement***

It's my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. Learning depends on all of you contributing to the class with your own opinions and perspectives. I intend to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to the [Hate Bias Response Team website](#), then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at [dos@uwsp.edu](mailto:dos@uwsp.edu).

Further information on UWSP's commitment to an inclusive campus can be found here: [Equity, Diversity, and Inclusion](#).

#### ***7.4. Religious-Beliefs Accommodation***

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: [https://docs.legis.wisconsin.gov/code/admin\\_code/uws/22](https://docs.legis.wisconsin.gov/code/admin_code/uws/22)

#### ***7.5. Help Resources***

The Tutoring and Learning Center located at 234 Collins Classroom Center helps with study skills, writing, technology, math, and science. For more info, call 715-346-3568 or click [here](#).

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the first floor of Delzell Hall. For more information, call 715-346-4646 or click [here](#).

The UWSP Counseling Center is staffed with licensed mental-health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: <http://www.uwsp.edu/counseling/Pages/default.aspx>

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. Responding to students with care, concern, and resources is critical in supporting the success of our students and campus community, and therefore the Dean of Students maintains a list of resources that can provide support for a wide variety of situation. That list can be found at [Dean of Students Resources](#). Moreover, the Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. Simply put, the Dean of Students is here to help. If you are ever unsure of what to do or who to contact, contact the Dean of Students Office at 715-346-2611 or visit them online at [UWSP Office of the Dean of Students](#).

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: <https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx>

### ***7.6. Emergency Response Guide***

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please click [here](#).

### ***7.7. UWSP Community Bill of Rights and Responsibilities***

UWSP values a safe, honest, respectful, and inviting learning environment. To ensure that each student has the opportunity to succeed, a set of expectations known as the Rights and Responsibilities document has been developed for all students, staff, and faculty to help establish a positive living and learning environment at UWSP. For more information, click [here](#).

### ***7.8. University Attendance Policy***

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found [here](#).

### ***7.9. University Drop Policy***

You're expected to complete the courses for which you register. If you decide you don't want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found [here](#).

### ***7.10. Academic Honesty***

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy is [here](#).

### ***7.11. Grade Reviews/Appeals***

A formal grade appeal, also known as a Grade Review, can be requested when the student feels that s/he was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. More information is available [here](#).

### ***7.12. Non-Academic Misconduct***

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: <https://www.uwsp.edu/dos/Pages/stu-conduct.aspx>.

### ***7.13. Confidentiality***

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: <https://www.wisconsin.edu/dle/external-application-integration-requests/>. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Policies for tool used at UWSP be found [here](#).

Take these steps to protect your data and privacy:

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found [here](#).

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

#### **7.14. *Intellectual Property – Student Recording and Sharing Class Content***

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS

Chapters 14 and 17, governing student academic and non-academic misconduct.

### ***7.15. Sample Coursework Permission***

I may want to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send me an e-mail indicating that you're opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

### ***7.16. Revision Clause***

This syllabus, the provided schedule, and all aforementioned coursework are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

### ***7.17. COVID-19***

Many COVID-19 restrictions have been lifted, both across the state and on UW-Stevens Point campuses. Yet COVID cases continue, so it's important to continue taking precautions.

**For more information**, visit our COVID [website](#). Students with questions may call Student Health Service at 715-346-4646.