



COURSE SYLLABUS

Course Prefix & Number	Business 490
Course Name	Brand and Product Management
Term	Fall 2022

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Kit Kiefer
Virtual Office Hours:	9:30-11 a.m. T-Th; virtual office hours available via Facebook (Kit Kiefer), Twitter (@KitKatUWSP), LinkedIn, Zoom, and email
Office Telephone:	Mobile: (715) 570-2120
E-mail:	kkiefer@uwsp.edu
Expected Response Time:	24 hours

1.2. Course Information

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


1.3. Textbook & Course Materials

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

1.4. Course Technology

Course Website:	N/A
Other Websites:	N/A
Course Delivery:	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: <https://uws.instructure.com/courses/45767>

UWSP Technology Support:

The Office of Information Technology (IT) provides a [Service Desk](#) to students connect to the Campus Network, remove viruses and spyware, recover files, get equipment on loan, or fix their computer. You can email the Service Desk at 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*

SBE Mission: The UW-Stevens Point 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 SBE achieves its mission by valuing:

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

Accreditation SBE is accredited by the Association to Advance Collegiate Schools of Business **Commitment:** (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

Until told otherwise, making class attendance part of your grade is allowed. As a result, class attendance and participation will be an important part of your grade.

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 marketer at an organization and your boss asked you for something. If it wouldn't cut it in the business world, it won't cut it in class. If you have questions, ask me.

It goes without saying (yet I'm saying it) that all assignments should be completed on time, should be relatively attractive, and should be well-written, with attention paid to grammar, spelling, and wordiness. I'm a professional writer and a grammar freak, and while I'll cut you some slack, I don't have much tolerance for needlessly sloppy writing. Any assignments using graphics should be clean and attractive.

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
125	Brand project
125	Product project
125	Final presentation
150	Final Exam
100	Extra-credit points
1,000	TOTALS

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 two major projects 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 a local organization. (Two of you will be assigned to the same organization – more, if we get more students in the class. However, you will be working independently.) Each organization was chosen because of specific characteristics regarding their product array and/or their brand. Some of that will be revealed when a representative of that organization comes to class; however, most of it you will have to discover by visiting the organization, meeting with their brand and product people, and understanding how they manage their brands and products.

You will have to submit two separate reports: One on how they manage brand, which will be due at a date TBD after the midterm, and one on how they manage their products, 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 400-something-level class, so I expect 400-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 (or 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 School of Business & Economics, 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 an SBE 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](#); Twitter: [@UWSPBusiness](#)

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Twitter: [@UWSPBusiness](#)

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.

If you are having trouble finding events that fit your schedule, check out the [“Create Your Own Event”](#) option. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. During “Kickstart Your Career,” there's the “Lunch with a Leader” program that allows you to set up a lunch with a local business expert to learn more about their industry, company and profession. Normally, the Anderson Center pays the cost of lunch for SBE students and their guests; during COVID, the lunches will be “virtual” (Zoom).

6. SCHEDULE

6.1. *Dates and Deadlines*

The instructor will provide a tentative course schedule in a supplementary file. 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. 6-8	Syllabus Review – Introductions Defining Brand	READ: Chapter 1
2	Sept. 13-15	Brand attributes: definition, identification, and prioritization Brand presentation 1	READ: Chapter 4
3	Sept. 20-22	Brand story/storybranding Guests: Jade Arnold/Zach Strenger Brand presentation 2	READ: Chapter 3
4	Sept. 27	Brand expectations Brand measurement NO CLASS SEPT. 29	READ: Chapters 2, 5
5	Oct. 4-6	Brand marketing Reflecting brand image through assets Brand presentation: UWSP	READ: Chapters 6,7 WATCH: Birkenstock video: https://www.cbsnews.com/live/video/20220821172010-birkenstocks-are-the-sole-of-the-summer/
6	Oct. 11-13	Brand portfolios Managing brand portfolios Brand presentation: DDWI	READ: Chapters 12, 13
7	Oct. 18-20	Brand planning Diagnosing brand issues Brand presentation: Skyward	READ: Chapter 14
8	Oct. 25-27	Rebranding and brand refreshes MIDTERM Brand presentation: BHTP	Read: Chapter 13
9	Nov. 1-3	Product Defining product Product attributes Product vs. brand attributes	READ: “What It Takes To Become A Great Product Manager”
10	Nov. 8-10	Product creation The product-creation process	READ: TBD

11	Nov. 15-17	Research and product creation Determining and measuring need and demand	READ: TBD
12	Nov. 22	Product measurement Product expectations	
13	Nov. 29-Dec. 1	Product marketing and advertising	
14	Dec. 6-8	Modifying products Product crises	
15	Dec. 13-15	Presentations	
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: <https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx>

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs, compromise academic standards, or 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 his/her disability.

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

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. SBE Inclusivity Statement

It is 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. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent 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 using [this link](#). You may also contact the Dean of Students' office directly at dos@uwsp.edu.

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

7.5. Help Resources

The Tutoring and Learning Center, at 018 Albertson Hall, helps with study skills, writing, technology, math, & science. For more information, 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 1st 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 UWSP Counseling, professional support services are available to students through the Dean of Students. 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. For more additional information, click [here](#).

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](#).

Here are steps you can take 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 - A Guide to Student Recording & 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. Here are the procedures UW-Stevens Point has in place for fall.

Face Coverings are not required but are encouraged.

- Consider wearing a mask in crowded indoor spaces and when in close proximity outdoors.
- Please be respectful of individual choices to wear or not wear a face covering, and to those who have a higher risk of complications.
- Masks are required in Student Health Service, UWSP Counseling Center and the Speech, Language and Hearing Clinic.

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

📄 Here's more on well-fitted [face coverings](#).