University of Management and Technology

School of Business and Economics

Course Title: Strategic Brand Management
Course Code: MK-652
Resource Person: Imran Sadiq
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives of MBA

- To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.
- To develop participants' expertise in order to increase their resourcefulness in better decision-making.
- To prepare participants for steering an organization through the difficult and turbulent global and domestic environment and enable the development of an implementable strategic business plan that not only addresses the financial but social and environmental issues as well.
- To produce students who have well-rounded entrepreneurial skills - who not only have great ideas, but can also make things happen by starting their own ventures.
- To enhance the proficiency of the students and groom them to deal with the complex business situations.

Course Objectives

Marketing provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The marketer role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver sustainable marketing strategies. New media i.e. digital is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing concepts/terminologies and strategic issues to the students from various perspectives. An opportunity to study several situations in which effective marketing strategies can be developed is provided through group discussion and case studies. The course is focused on equipping students with ethical marketing concepts with applications in both Pakistani and global context.

Learning Objectives

After completion of the course the students should be able:

1. To describe and explain concepts, terminologies and issues in strategic marketing.
2. To be able to use strategic marketing tools to design, promote and deliver sustainable marketing strategies.
3. To be able to understand the concepts of ethics in marketing and its application in business strategy.
4. To provide an understanding and appreciating role of marketing in managing a business hands on.
5. To be able to compete in Pakistan as well as in international markets.

Learning Outcomes

Participants must have good grasp on different cases and scenarios which are used during semester for participant's hands on experience.

Participants should also have ability to present with boldness and confidence.

Teaching Methodology (List methodologies used –example are given below)

Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc.

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- ## Be On Time
  You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.

- ## Mobile Policy
  TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.

- ## Email Policy
  READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email.
  Participants should regularly check their university emails accounts regularly and respond accordingly.

- ## Class Attendance Policy
  A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- ## Withdraw Policy

  Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- ## Moodle
  UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit http://oit.umt.edu.pk/moodle. For further query send your queries to moodle@umt.edu.pk

- ## Harassment Policy
  Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- ## Use of Unfair Means/Honesty Policy

  Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- ## Plagiarism Policy

  All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- ## Communication of Results

  The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: **MK-625**   Course title: **Strategic Marketing Management**

Program	Graduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Marketing Management
Resource Person Name and Email	Imran Sadiq imran.sadiq@umt.edu.pk
Counseling Timing (Room#)	
Contact no.	0305-4440646
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	

Chairman/Director Program signature…………………………………….Date……………………….

Dean's signature……………………………… …………………Date…………………………………………….

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Case Studies (Individual Projects)	10%
Class Attendance	5%
Class Participation	5%
Quizzes	10%
Class Exercises / Assignments	20%
Building a Brand Project	10%
Final Exam	40%
Total	100%

Recommended Text Books:

1. Strategic Brand Management , 3rd EDITION BY Kevin Lane Keller

2. Course Pack: Strategic Brand Management: **Brands and Branding**; Available at photocopy shop

Reference Books:

1. BUILDING STRONG BRANDS, DAVID A. AAKER

2. MANAGING BRAND EQUITY, DAVID A. AAKER

Module 1	Identify & Establish Brand Positioning and Values	- Mental maps - Competitive frame of reference - Points-of-parity and points-of-difference - Core brand values
Module 2	Planning & Implementation of Brand Marketing Programs	- Mixing and matching of brand elements - Integrating brand marketing activities - Integrating Marketing Communications to Build - Brand Equity - Leveraging secondary association to build brand equity
Module 3	Measure & Interpret Brand Performance	- Brand audits - Brand tracking
Module 4	Grow & Sustain Brand Equity	- Brand-product matrix - Brand portfolios and hierarchies - Brand expansion strategies - Brand reinforcement and revitalization

Week	Topics/Readings/Assignments
Week 1	*Brand Management Overview* - Branding definition, rationales, applications, equity, and examples Reading: Chapter 1 & 2
Week 2	*Building Brands* - Brand positioning/knowledge structure, and its value to marketing Reading: Chapter 3 **Case 1= Individual project**
Week 3	*Building Brands* - Brand elements Reading: Chapter 4 <u>Brand Audit Proposals Due (Selection and approval of brand to be audited)</u> **Quiz 1**
Week 4	*Building Brands* - Marketing programs Reading: Chapter 5 & 6 **Case 2= Individual Project**
Week 5	*Building Brands* - Secondary brand association Reading: Chapter 7 **Quiz 2**
Week 6	*Measuring Brand Equity* Reading: Chapter 8-9 **Case 3= Individual project**
Week 7	*Corporate branding; new products and brand extensions* Reading: Chapter 10 **Quiz 3**
Week 8	**Mid-term exam (Chapters 1-10) + All Cases + Handouts + Class Discussions**

Week 9	*Managing Brand Equity* – brand extensions and segments Reading: Chapter 11-12 **Case 4= Individual project**
Week 10	*Brand Management* - Managing brands over time Reading; Chapter 13 **Quiz 4**
Week 11	*Brand Management -* geographical boundaries Reading; Chapter 14 **Case 5= Individual project**
Week 14	*Brand Management* – Current trends and observations Reading; Chapter 15 **Quiz 5**
Week 15	Brand Audit Reports Due with Final Presentation
Final Exam	Final exam