

MKT477.2W1 (cross-listed w/ BA 625.2W1)  
Brand Management  
Spring II 2018 – Online

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<b>Instructor:</b>	Mr. Peter J. Canalichio
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<b>Office Hours:</b>	Readily available, by appointment; I will plan to block an hour two days each week, on one evening and on the weekend. Any sessions will be recorded and posted.

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**MERCER MISSION:**

- Mercer University's mission is to teach, to learn, to create, to discover, to inspire, to empower, and to serve.

**SSBE Mission:**

- SSBE delivers career focused business education to develop entrepreneurial leaders and responsible global citizens.

**REQUIRED TEXTS:**

- 2018 Expand, Grow, Thrive, Canalichio, Branding and Brand Expansion, 1e. ISBN: 978-1-78743-782-1 (Print) / ISBN: 978-1-78743-781-4 (Online) / ISBN: 978-1-78743-975-7 (Epub)

**COURSE DESCRIPTION:**

- Catalog Description: This course focuses on the study of how brands build loyalty and advocacy and how they use extendibility and expandability to strengthen their attributes while growing revenue and profitability. Special emphasis is placed on increasing the student's sensitivity to, and understanding of, consumers and their ever increasing expectations and how brands today must begin to create universes where consumers (aka "fans") can engage at will. The course looks at how brands use licensing partnerships to extend and expand providing the student with experience in applying this knowledge to make effective marketing management decisions.
- Prerequisite: None; Principals of Marketing or Strategic Marketing Management, recommended.

**COURSE OBJECTIVES:**

- Every company is under pressure to grow their footprint and revenues. Many brands are looking for ways to do so on a global basis. In this course, we will determine what it takes to build valuable assets and to generate more value from those assets against a backdrop of rising consumer expectations around experiences and what consumers get for free. We will look at examples of how brands today are expanding and extending to generate millions in revenue through long-term storytelling, partnerships and the judicious use of technology. Finally, we will introduce a new methodology, called LASSO, and discuss how brands can use it to understand their expansion optimality and begin to capitalize upon it.

## LEARNING OUTCOMES:

- ✓ Develop written communication skills.
- ✓ Develop analytical and problem solving skills.
- ✓ Develop creative thinking.
- ✓ LASSO – understanding of how this new algorithm determines brand expansion optimality.

## UNIVERSITY POLICIES:

- Student Honor Code: <http://provost.mercer.edu/honor/>
- Disability Statement: Students requiring accommodations or modifications for a disability should inform the instructor at the close of the first class meeting or as soon as possible. The instructor will refer you to the ACCESS and Accommodation Office to document your disability, determine eligibility for accommodations under the ADA/AA/Section 504 and to request a Faculty Accommodation Form. Disability accommodations or status will not be indicated on academic transcripts. In order to receive accommodations in a class, students with sensory, learning, psychological, physical or medical disabilities must provide their instructor with a Faculty Accommodation Form to sign. Students must return the signed form to the ACCESS Coordinator. A new form must be requested each semester. Students with a history of a disability perceived as having a disability or with a current disability who do not wish to use academic accommodations are also strongly encouraged to register with the ACCESS and Accommodation Office and request a Faculty Accommodation Form each semester. For further information, please contact Richard Stilley ([stilley\\_r@mercer.edu](mailto:stilley_r@mercer.edu)), at (678) 547-6823 or visit the ACCESS and Accommodation Office website at <http://atlstuaffairs.mercer.edu/disability-services.cfm>
- Inclement Weather: If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

## COURSE REQUIREMENTS:

- **Communication Skills:** Well-developed communication skills are of vital importance to a successful career. Your ability to express yourself has a significant impact on others' perceptions of your performance. Therefore, communications skills will represent a part of your grade in this course. All assignments performed will be assessed for both content, communication and presentation skills. If you need assistance in this area, please utilize the Writing Center.
- **Class Participation:** You are expected to participate in all online activities. The nature of online assignments means they cannot be made up. For graduate students, not only the completion of the assignment, but the depth of the work will indicate your level of participation.
- **Canvas Assignments - Canvas:** There will be one online assignment per week. The assignment will be available at 12am Friday morning and close out on the following Sunday at 11:59pm. *These assignments will help tremendously with your quizzes.* Each student is required to select an established brand (not mentioned in the course book) and over the course of the semester determine its brand expansion optimality. This includes:
  - Determining its Brand Expansion Point (Week 1: Due 3/18/18 at 11:59 p.m.)

- Lateral Score (Week 2: Due 3/25/18 at 11:59 p.m.)
- Addictive and Storied Scores (Week 3: Due 4/1/18 at 11:59 p.m.)
- Scalability and Own-able Scores (Week 4: Due 4/8/18 at 11:59 p.m.)
- Brand Expansion Optimization (Week 5: Due 4/15/18 at 11:59 p.m.)
- The Decision to Expand via Licensing (Week 6: Due 4/22/18 at 11:59 p.m.)
- What Categories to License (Week 7: Due 4/29/18 at 11:59 p.m.)
- How to License (Week 8: Due 5/6/18 at 11:59 p.m.)

Each weekly submission should contain the following information: a detailed explanation of how you arrived at your conclusion, and the relationship between the brand expansion component and relevant chapter material. For graduate students, you will be expected to demonstrate a meaningful explanation of the terms and the specific assignment that illustrates your understanding. The directions for each will be included with that assignment. Each assignment will be posted to Canvas, and each submission will be completed and submitted online (2-4 pages for each assignment – 12 point Times New Roman font, single spaced, with 1 inch margins). Each discussion/assignment is worth 50 points.

- **Textbook Modules:** Each week, we will have an online module. Within that module, we will have a chapter overview, additional course materials or readings, and an end of chapter Quiz. Each chapter will have its own due date (see detail in class schedule below). *Starting from Friday of Week 1, there will be a timed quiz assignment at the end of every week on material covered that week, which will be graded. Quizzes will be posted Fridays (typically by noon or so) and will be due Monday by midnight.* No quiz grade will be dropped. Quizzes will include at least one question or more from supplemental readings and course materials. Graduate students will be required to complete additional essay questions that will measure each student's level of understanding. Weeks 1 – 5 will have 2 chapters per module while weeks 6, 7 and 8 will have one chapter per module (note: the book's Intro, Epilogue and Appendices [A, B and C collectively] are each considered a separate chapter). Each quiz is worth 50 points.
- **LASSO Brand Expansion Evaluation** – Building on the work completed in the Canvas Assignments you will be required to submit a final report on 5/4/18 that includes an overview of the brand selected, a synopsis of your LASSO category scores, the LASSO Brand Expansion Optimality Assessment, a list of 5 – 8 categories where the brand could extend or expand with justification for each, a prioritization of the categories earmarked for extension or expansion with justification and a recommended high level expansion plan for the top 3 categories. Graduate students will be expected to convey a higher level of understanding of the choices made than undergraduates. This assignment (8-12 pages using Times New Roman font, single spaced, with 1 inch margins) will be worth 100 points and due on May 4, 2018.

Project Details and Instructions (specific details will be provided in Canvas):

- Describe the brand you chose, and why, including the brand's architecture and *expansion point*.
- LASSO Scores – describe each attribute and the score assigned and why.
- LASSO Optimality – articulate the algorithm output and denote why you agree, or disagree with the assessment.
- Recommended Expansion Categories – list the 5 – 8 categories and state why you believe they are a good choice. If you give less than 8 categories, state why you have not recommended 8.

- Category Prioritization – list the categories based on a series of factors including growth of the category, fit with the brand, potential licensing partners, etc.
- Expansion Plan – articulate with justification who the licensee would be, what channels and or regions they would expand the brand into and what products they would develop.

#### **COURSE TEACHING EVALUATIONS:**

- Students will receive a link to complete a teaching evaluation for the course during weeks 6-7 of the course with a deadline to complete the evaluation. The evaluations are anonymous and the instructor cannot see the comments or ratings assigned. However, after the deadline for the course evaluations, the instructor will receive a list of all enrolled students who have completed the evaluations. As an incentive to complete the evaluation, students who complete the evaluation prior to the deadline will receive 10 bonus points on your lowest quiz.

#### **Course Requirements**

Online Quizzes (8 x 50):	400 points
Online Discussions/Assignments (8 x 50):	400 points
<u>LASSO Brand Expansion Evaluation:</u>	<u>100 points</u>
Total:	900 points

#### **Course Grading Scale**

92 – 100% = A
88 – 91% = B+
82 – 87% = B
78 – 81% = C+
70 – 77% = C
Below 70% >> Failing

\*I reserve the right to adjust these parameters if needed.

### TENTATIVE CLASS SCHEDULE – MKT 477 / BA 625 – Spring II 2018 – Online

Date	Module	Topic	Assignment	Contact Hrs.
Week of 3/12/18	Module 1	Course Introduction – Intro: Addressing the Expansion Riddle	Intro / LASSO	4.7 hours
		Pinning Their Hopes	Chapter 1	
3/14/18	W	Textbook Module - Intro Due 6 p.m.	EGT-Intro Due	
3/17/18	S	Textbook Module - Chapter 1 Due 6 p.m.	EGT-Ch. 1 Due	
3/18/18	F	Canvas Assignment 1 ends 11:59 p.m.	CA-1 Due	
3/18/18	Su	Quiz due by 11:59 p.m.	MOD-1 Quiz Due	
Week of 3/19/18	Module 2	Choose to Lead — How to Succeed in the Connective Economy	Chapter 2	4.7 hours
		Lateral — Beyond Where They've Been	Chapter 3	
3/21/18	W	Textbook Module – Chapter 2 Due 6 p.m.	M-Ch. 2 Due	
3/24/18	S	Textbook Module – Chapter 3 Due 6 p.m.	M-Ch. 3 Due	
3/25/18	F	Canvas Assignment 2 ends 11:59 p.m.	CA-2 Due	
3/25/18	Su	Quiz due by 11:59 p.m.	MOD-2 Quiz Due	
Week of 3/26/18	Module 3	Addictive — Growing to Love	Chapter 4	4.7 hours
		Storied — The Power of Heritage in a World of Action	Chapter 5	
3/28/18	W	Textbook Module – Chapter 4 Due 6 p.m.	M-Ch. 4 Due	
3/31/18	S	Textbook Module – Chapter 5 Due 6 p.m.	M-Ch. 5 Due	
4/01/18	F	Canvas Assignment 3 ends 11:59 p.m.	CA-3 Due	
4/01/18	Su	Quiz due by 11:59 p.m.	MOD-3 Quiz Due	
Week of 4/02/18	Module 4	Scalable — Achieving Your Best Size	Chapter 6	4.7 hours
		Own-able — How You Expand and Stay True to Your DNA	Chapter 7	
4/04/18	W	Textbook Module – Chapter 6 Due 6 p.m.	M-Ch. 6 Due	
4/07/18	S	Textbook Module – Chapter 7 Due 6 p.m.	M-Ch. 7 Due	
4/08/18	F	Canvas Assignment 4 ends 11:59 p.m.	CA-4 Due	
4/08/18	Su	Quiz due by 11:59 p.m.	MOD-4 Quiz Due	
Week of 4/09/18	Module 5	Is Your Brand Optimized?	Chapter 8	4.7 hours
		LASSO Evaluation Questions and Scoring Kit / Methodology / LASSO Methodology Q&A	Appendices A, B & C	
4/11/18	W	Textbook Module – Chapter 8 Due 6 p.m.	M-Ch. 8 Due	
4/14/18	S	Textbook Module – Appendices Due 6 p.m.	M-Appendices Due	
4/15/18	F	Canvas Assignment 5 ends 11:59 p.m.	CA-5 Due	
4/15/18	Su	Quiz due by 11:59 p.m.	MOD-5 Quiz Due	
Week of 4/16/18	Module 6	Making the Decision to License	Chapter 9	4.7 hours
4/21/18	S	Textbook Module – Chapter 9 Due 6 p.m.	M-Ch. 9 Due	

4/22/18	F	Canvas Assignment 6 ends 11:59 p.m.	CA-6 Due	
4/22/18	Su	Quiz due by 11:59 p.m.	MOD-6 Quiz Due	
Week of 4/23/18	Module 7	License to Operate — The Future of the Licensed Brand	Chapter 10	4.7 hours
4/28/18	S	Textbook Module – Chapter 10 Due 6 p.m.	M-Ch. 10 Due	
4/29/18	F	Canvas Assignment 7 ends 11:59 p.m.	CA-7 Due	
4/29/18	Su	Quiz due by 11:59 p.m.	MOD-7 Quiz Due	
Week of 4/30/18	Module 8	Macro-factors Impacting the Licensing Industry	Epilogue	4.7 hours
5/04/18	F	Textbook Module – Epilogue Due 6 p.m.	M-Epilogue Due	
5/06/18	F	Canvas Assignment 8 ends 11:59 p.m.	CA-8 Due	
5/04/18	F	LASSO Brand Expansion Evaluation	LBEE Due	
5/06/18	Su	Quiz due by 11:59 p.m.	MOD-8 Quiz Due	
				<b>37.6 total</b>

☺ The Instructor Reserves the Right to Make Any Changes to this Schedule and Syllabus with Notice to the Students!