

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
MKTG420
Branding
Credit Hours: 3
Length of Course: 8 Weeks
Prerequisite: None

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course introduces students to understanding the need to differentiate products and services. The course explores how branding can have an impact on purchasing decisions. Students learn branding methods to transcend industries and techniques to use branding as an asset.

Course Scope

As the condition of completing this course, all students will demonstrate their grasp of key branding techniques and how each can affect the marketing strategy and business operations of an organization.

Course Materials

Brand Relevance: Making Competitors Irrelevant

David A. Aaker

ISBN: 978-0-470-61358-0

January 2011, ©2011, Jossey-Bass via Wiley Press

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Brand Atlas: Branding Intelligence Made Visible

Alina Wheeler, Joel Katz

ISBN: 978-0-470-43342-3

March 2011 via Wiley Press

Additional Materials:

How to Create a Marketing Plan

<http://www.sba.gov/content/developing-marketing-plan>

Why Every Project Needs a Brand (and How to Create One)

<http://search.proquest.com.ezproxy2.apus.edu/docview/875531960/abstract?accountid=8289>

Course Objectives

- LO 1. Analyze the steps involved with winning the brand relevance battle.
- LO 2. Evaluate brand relevance via categorizing, framing consideration, and measurement.
- LO 3. Defend the need for a firm to change its retail landscape.
- LO 4. Interpret key market dynamics pertinent to a selected industry.
- LO 5. Value the benefits gained by creating barriers via differentiation.
- LO 6. Appraise the importance of maintaining relevance in the face of market dynamics.
- LO 7. Defend the need for innovation within competitive organizations.

Course Outline

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>
1	Winning the Brand Relevance Battle Understanding Brand Relevance:	<ul style="list-style-type: none"> • Analyze the steps involved with winning the brand relevance battle. • Evaluate brand relevance via

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	Categorizing, Framing, Consideration, and Measurement	categorizing, framing consideration, and measurement.
2	Changing The Retail Landscape Market Dynamics in the Automobile Industry	<ul style="list-style-type: none"> Defend the need for a firm to change its retail landscape.
3	Evaluation	<ul style="list-style-type: none"> Interpret key market dynamics pertinent to a selected industry.
4	Finding New Concepts	<ul style="list-style-type: none"> Analyze the steps involved with winning the brand relevance battle.
5	The Food Industry Adapts	<ul style="list-style-type: none"> Analyze the steps involved with winning the brand relevance battle.
6	Defining and Managing the Category or Subcategory	<ul style="list-style-type: none"> Analyze the steps involved with winning the brand relevance battle. Appraise the importance of maintaining relevance in the face of market dynamics.
7	Creating Barriers: Sustaining the Differentiation	<ul style="list-style-type: none"> Value the benefits gained by creating barriers via differentiation.
8	Gaining and Maintaining Relevance in the Face of Market Dynamics Dynamics Intelligence Drive	<ul style="list-style-type: none"> Analyze the steps involved with winning the brand relevance battle. Appraise the importance of maintaining relevance in the face of market dynamics. Defend the need for innovation within competitive organizations.

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

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Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics,

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underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

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- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.