

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **BUSI 438**

### **MARKETING BRAND MANAGEMENT**

#### **COURSE DESCRIPTION**

Students will learn how an organization's brand provides a broad definition of its purpose, uniqueness, and its package of products and services. Course topics include channel development, merchandising, marketing and establishing and delivering the brand promise.

#### **RATIONALE**

This course provides the student with an understanding of brand management in the field of marketing. Today's marketing professional needs to be able to build and manage his or her brand. Focus is placed on building a brand that will last over time with the proper positioning in the marketplace. For older brands, a look at how to keep the brand relevant in a contemporary world will be applied.

#### **I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

**IV. MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

- A. Interrelate the concepts of effective brand management with observable organizations that have been successful and have failed in their brand management efforts. (Program Learning Outcomes 1, 2, 3, and 4, Emphasized)
- B. Design a marketing brand management strategy that will lead to optimum brand equity for an established organization. (Program Learning Outcomes 2, 3, and 4, Emphasized)
- C. Design a brand equity measurement system that could be used by the selected organization to track the effectiveness of the proposed brand management strategy. (Program Learning Outcomes 2, 3, and 4, Emphasized)
- D. Integrate a Christian worldview within the field of marketing brand management. (Program Learning Outcomes 1 and 3, Reinforced)

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist
 

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (4)
 

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum – the initial thread is due on Thursday. Each thread must be 250–350 words, demonstrate course-related knowledge, and include at least 2 scholarly research sources and at least 1 biblical integration. In addition to the thread, the student will reply to the threads of at least 2 classmates. Each reply must be 150–200 words and include at least 1 scholarly research source and at least 1 biblical integration.
- D. Integration of Faith and Learning Paper
 

The student will write a paper that is at least 500 words, demonstrates course-related knowledge, and includes biblical integration. The paper must include at least 1 scripture verse and at least 2 scholarly authored research sources (the textbook may be 1 of the 2 sources), and must be in current APA format.

E. Brand Paper

**Product Choice Proposal – chose a consumer product only.**

Using the template provided in the course, the student will write a proposal to gain approval for his or her course project idea. The student will select a brand to write about. The proposal must be at least 500 words, be in current APA format, and have a reference list of at least 2 authored scholarly research sources that are cited in the proposal.

**Week Seven’s Course Project – based on approved product from Week Two’s proposal**

The student will write a final course project paper of at least 3,000 words. The student’s work must be original and contain no previously submitted content for other courses. A final paper template will be provided in the course and the student will submit his or her paper based on this template. The paper must be in current APA format and include at least 10 authored scholarly research sources, with three of the sources being from peer-reviewed marketing journals.

F. Case Papers (2)

The student will write 2 research-based papers that focus on the cases assigned and the questions at the end of the cases provided. Each paper must be at least 1,500 words, include at least 4 authored scholarly research sources in addition to the course textbook and the Bible, and be in current APA format.

G. Exams (2)

There will be two exams – a mid-term and final exam which will cover the Reading & Study material for the modules/weeks in which it is assigned. The Mid-Term Exam will cover Chapters 1-7 and the Final Exam will cover Chapters 8 – 13. Each quiz will be open-book/open-notes, contain 50 multiple-choice and/or true/false questions, and/or fill-in-the-blank questions all worth two points each and students will have a 120-minute time limit.

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 75 pts ea)	300
Integration of Faith and Learning Paper	50
Brand Paper	
Product Choice Proposal	50
Course Project	200
Case Papers (2 at 100 pts ea)	200
Exams (2 at 100 pts ea)	200
<b>Total</b>	<b>1010</b>

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

## ***COURSE SCHEDULE***

### **BUSI 438**

Textbook: Liberty University Custom, *Brand Management* (2016).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	<i>Brand Management</i> : ch. 1 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 75
<b>2</b>	<i>Brand Management</i> : chs. 2–3 1 presentation	Integration of Faith and Learning Paper Brand Paper – Product Choice Proposal	50 50
<b>3</b>	<i>Brand Management</i> : chs. 4–5 1 presentation	DB Forum 2 Case Paper 1	75 100
<b>4</b>	<i>Brand Management</i> : chs. 6–7 1 presentation	Midterm Exam	100
<b>5</b>	<i>Brand Management</i> : chs. 8–9 1 presentation	DB Forum 3	75
<b>6</b>	<i>Brand Management</i> : ch. 10 1 presentation	Case Paper 2	100
<b>7</b>	<i>Brand Management</i> : ch. 11 1 presentation	Brand Paper – Course Project	200
<b>8</b>	<i>Brand Management</i> : chs. 12–13 1 presentation	DB Forum 4 Final Exam	75 100
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.