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
MRKT 670
BRAND MANAGEMENT

COURSE DESCRIPTION
Students will analyze the function of brand management as it relates to marketing strategy and decisions. Students will study brand concepts in areas of: building sustainable brands, brand equity and brand management strategies.

RATIONALE
It is imperative that a marketer understands how important brand image is. This includes brand reputation and how, in one word, trust and confidence can be evoked in the consumer’s mind. This course supports the overall marketing curriculum by preparing the future marketer to develop brand loyalty and presence in the marketplace.

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. Integrate a biblical worldview within informatics.
B. Evaluate brand concepts as they relate to brand equity and effective brand management.
C. Analyze the role of brand management as it relates to marketing strategy and decision making.

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and 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. Each thread must be 500–750 words, demonstrate course-related knowledge, and include at least 2 scholarly references 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 250–300 words and contain at least 2 scholarly references and at least 1 biblical integration.
D. Integration of Faith and Learning Paper
   The student will write a paper of at least 500 words demonstrating course-related knowledge of brand management. The paper must be in current APA format and include at least 1 biblical integration and at least 2 scholarly references, 1 of which may be the course textbook.
E. Brand Audit: Proposal
   The student will write a proposal of at least 500 words on his or her chosen brand. The proposal must be in current APA format and include a reference list with at least 5 scholarly references in addition to the course textbook.
F. Case Studies (2)
   For each Case Study, the student will write a research-based paper of at least 2,000 words that focuses on the cases assigned and the questions at the end of the cases provided in the textbook. Each paper must be in current APA format and include at least 4 scholarly references in addition to the course textbook and the Bible.
G. **Brand Audit: Course Project**

The student will write a paper of at least 2,500 words that focuses on his or her chosen brand. The paper must follow the provided template, be in current APA format, and include at least 10 scholarly references (including the course textbook), with 5 of the references being from marketing journals.

H. **Exams (2)**

The student will complete a Midterm Exam and a Final Exam. The Midterm Exam will cover Chapters 1–7 of the course textbook and the Final Exam will cover Chapters 8–15 of the course textbook. Each exam will be open-book/open-notes, contain 50 multiple-choice, true/false, and short-answer questions, and have a time limit of 1 hour and 30 minutes.

VI. **COURSE GRADING AND POLICIES**

A. **Points**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tr>
<td>Course Requirements Checklist</td>
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<tr>
<td>Discussion Board Forums (4 at 75 pts ea)</td>
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<tr>
<td>Integration of Faith and Learning Paper</td>
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<tr>
<td>Brand Audit: Proposal</td>
<td>50</td>
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<tr>
<td>Case Studies (2 at 100 pts ea)</td>
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<tr>
<td>Brand Audit: Course Project</td>
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<tr>
<td>Midterm Exam (Modules 1–4)</td>
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<tr>
<td>Final Exam (Modules 5–8)</td>
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<td><strong>Total</strong></td>
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B. **Scale**

- A = 940–1010
- A- = 920–939
- B+ = 900–919
- B = 860–899
- B- = 840–859
- C+ = 820–839
- C = 780–819
- C- = 760–779
- F = 0–759

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**

**MRKT 670**


<table>
<thead>
<tr>
<th><strong>MODULE/ WEEK</strong></th>
<th><strong>READING &amp; STUDY</strong></th>
<th><strong>ASSIGNMENTS</strong></th>
<th><strong>POINTS</strong></th>
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**TOTAL** 1010

DB = Discussion Board

**NOTE:** Module/Week one begins on **Monday** and ends at 11:59 p.m. (ET) on **Friday**.
Modules/Weeks 2-8 begin on **Saturday** and end at 11:59 p.m. (ET) on **Friday**.