

University of North Texas at Dallas
Summer 2025
Syllabus for MGMT 5358 Brand Management

Department of	Business	School of	Graduate
Instructor Name:	Dr. David G. Spaulding		
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Office Hours:	Monday 8-Noon and Online By appointment		
Classroom Location:	<i>Online</i>		
Class Meeting Days & Times:	Online May 19 – July 12,2025		
Course Catalog Description:	Issues related to brand management and its integration within the organization, management of portfolio of brands/products, environmental scanning, identification, and creation of value to offer to consumers, budgeting, planning, and control issues.		
Prerequisites:	Admission to the Masters in Management Program		
Required Text:	Strategic Brand Management 5th ed. 2020. Kevin Keller and Vanitha Swaminathan Pearson ISBN 0-13-489249-6		
Access to Learning Resources:		UNT Dallas Library: phone: (972) 780-1616 web: http://www.untDallas.edu/library email: library@untDallas.edu UNT Dallas Bookstore: phone: (972) 780-3652 web: http://www.untDallas.edu/bookstore e-mail: untDallas@bkstr.com	
Supported Browsers: Chrome 67 & 68 Firefox 60 & 61 Flash 29, 30 (for audio/video) Internet Explorer 11 Edge 41, 42 Respondus Lockdown Browser Safari 10, 11 Supported Devices: iPhone Android Chromebook <i>(Tablet users can use the Canvas app)</i> Screen Readers: VoiceOver (Safari) JAWS (Internet Explorer)		Getting Help with Canvas: Canvas 24/7 Phone Support for Students: 1-833-668-8634 Canvas Help Resources: Web: Canvas Student Guide For additional assistance, contact Student Assistance (Distance Learning): Founders Hall, Rm 124 phone: (972)338-5580 email: distancelearning@untDallas.edu <i>If you are working with Canvas 24/7 Support to resolve a technical issue, make sure to keep me updated on the troubleshooting progress.</i> <i>If you have a course-related issue (course content, assignment troubles, quiz difficulties) please contact me during office hours or by email.</i>	

NVDA (Firefox) <i>Note: There is no screen reader support for Canvas in Chrome</i>	
Course Goals or Overview: The goals of this course are as follows -	
Students will understand how organizations' compete, develop competitive advantages, and align their businesses with goals to increase market share.	
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Examine brand management concepts as they relate to consumers and organizations.
2	Interpret market and environmental data as it applies to managing an organizations brands/products portfolio.
3	Formulate effective branding strategies for products and/or services.
4	Propose brand strategies that create value for both consumers and organizations.
5	Compose, assess, and incorporate individual input to produce effective team project output.

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Schedule	Topic	Activities
Week #1 LO #1: Examine brand management concepts as they relate to consumers and organizations	Introduction to Class Chapter 1 Brands and Brand Management	Student Introduction Quiz Week 1 Chapter 1 and Syllabus Discussion Board Vote Due Sunday
Week #2 LO #1: Examine brand management concepts as they relate to consumers and organizations	Chapter 2 – Customer Based Brand Equity and Brand Positioning Chapter 3 Brand Resonance and the Brand Value Chain	Quiz Week 2 Chapters 2 and 3 Discussion Board (Group)
Week #3 LO #2: Interpret market and environmental data as it applies to managing an organizations brands/products portfolio.	Chapter 4 – Choosing Brand Elements Chapter 5 – Designing Marketing Programs to Build Brand Equity	Quiz Week 3 Chapter 4 and 5 Discussion Board (Individual) Vote Due Sunday
Week #4 LO #3: Formulate effective branding strategies for products and/or services.	Chapter 6 – Integrating Marketing Programs to Build Brand Equity Chapter 7 – Branding in the Digital Era	Quiz Week 4 Chapters 6 and 7 Discussion Board (Group)

Week #5 LO # 3: Formulate effective branding strategies for products and/or services.	Chapter 9 – Developing a Brand Equity Measurement Chapter 10 Measuring Sources of Brand Equity	Quiz Week 5 Chapter 9 and 10 Discussion Board (Individual) Vote Due Sunday
Week #6 LO #4: Propose brand strategies that create value for both consumers and organizations.	Chapter 12 – Designing and Implementing Brand Architecture Chapter 13 – Introducing and Naming New Products and Brand Extensions	Quiz Week 6 Chapters 12 and 13 Discussion Board (Group) Personal Branding paper Due July 1 st .
Week #7 LO #5: Compose, assess, and incorporate individual input to produce effective team project output	Chapter 14 – Managing Brands over Time	Quiz Week 7 Chapter 14 Discussion Board (Individual) Personal Branding due July 3, 2024 Vote Due Sunday
Week #8 LO #5: Compose, assess, and incorporate individual input to produce effective team project output	Complete Course evaluation Group Project Due	Group Project Presentation Due July 5th Last Day July 6, 2024 Final Exam

Course Evaluation Methods

Discussion Posts (two types)

Individual Type one: Four @ 50 points each.

There are four individual discussion boards for this course. Please read carefully on the directions below as your grade depends on it. The seen DBs are an integral part of the course and important to your learning of course material.

1. Possible points 50 points
2. Comments responding to other student's posts on at least two different days with substantive content 10 points or one day 5 points.
3. Vote on the best Wednesday posts 20 points. No late votes accepted Due Sunday 6PM ET by emailing Dr. Spaulding.
4. Format for voting email (you may not vote for yourself)
 - a. Best Post: 5 points and why
 - b. Second best 4 points and why
 - c. Third best 3 points and why
 - d. Fourth best 2 points and why
 - e. Fifth best 1 point and why

f. If I cannot tell which post gets what points, and/or no reason for the vote 0/20

5. Top vote getter each week – bonus points, 1st 15 points, 2nd 12 points, 3rd 10 points, 4th 7 points, 5th 5 points. Consider the best post: new information, organization of the post, logical well thought out post, and insight into the week's concepts.
6. Other DB concerns:
 - a. Do not use "I think" or any other variation in your posts. I will assume you are thinking. Using "I think" weakens your point.
 - b. Be aware that large paragraphs will effectively bury your relevant points. The DB is a communication tool, be effective and use bullet points, numbers, one thought per paragraph.

Group Discussions (type two):

There are four Group discussions that will have a total of 300 points. Details inside the course.

Quizzes: There are seven quizzes for 20% of the course grade. These are assessments of knowledge not a learning experience. Answers will not be available.

Final Exam is 10% of your grade.

All work written and video is for this course specifically. Work done in other classes will be treated as separate and will need to be cited. Either quotation marks with (Author, Year) or paraphrased (Author, year) are required. Excessive quotations will have a negative effect on the grade. Be very careful using AI. Be sure your thoughts are in the paper and not an AI created assignment.

Grading Matrix:

Activities/Assignments	Value (percentages)
Group Discussion (3)	30%
Personal Branding	20%
Discussions Individual (4)	20%
Quizzes	20%
Group Presentation Written and Video	10%
Total:	100%

A = 90% or better

B = 80 – 89 %

C = 70 – 79 %

D = 60 – 69 %

F = less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students:

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will

provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDisability@untDallas.edu or at Building 2, room 204.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Canvas Instructure course management system's accessibility statement is also provided: <https://www.canvaslms.com/accessibility>

Availability:

The best way to contact me is through my UNTD email (David.Spaulding@untDallas.edu). Any email received on Monday through Friday will be answered the following day. Emails received after 5pm on Friday will be answered the following Monday. I will respond to messages sent via Canvas but no response time is guaranteed. I will also be available by phone (810-577-6444) and email during my office hours listed above.

Course Evaluation Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Late Assignment Policy:

No late work accepted unless extraordinary circumstances with documentation.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures.

If cheating is discovered, the final grade will be solely at the instructor's discretion due to the inability to determine if any grade is legitimate. In all cases the minimum penalty for academic dishonesty will be a zero for the assignment and the final course grade will be reduced by one letter. Refer to the Student Code of Academic Integrity at http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online “Netiquette”:

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, discussion board forum threads and/or any other forms of written communication in the online environment should use proper “netiquette” (i.e., no writing in all caps (usually denotes yelling), no curse words, and no “flaming” messages (angry, personal attacks)).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights

Responsibilities and Conduct at

https://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_c

[conduct_may_2014.pdf](#). Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Assistance: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

If you experience difficulty accessing or using components of the course, try using Google Chrome browser. If you still experience technical difficulties, first, notify your instructor. If the problem is still not resolved, call Canvas 24/7 Help Desk at the phone number listed on the first page of the syllabus. Also, no matter what browser you use, always enable pop-ups. For more information see:

- <http://www.untDallas.edu/dlit/ecampus/requirements>
- <https://community.canvaslms.com/docs/DOC-10701>