



**MRKT4300.783**

**1<sup>st</sup> 8 Weeks Fall**

**Basic Information**

**Instructor Name: Mary Kalliny**

E-MAIL: [kalliny\\_m@utpb.edu](mailto:kalliny_m@utpb.edu)

OFFICE HOURS: This course is a Web Course and is conducted within Canvas at <http://utpb.instructure.com>

**NOTE: The due dates and times for the activities will adhere to the Central Time Zone.**

**Course Description**

**Course Catalog Description:**

This course builds upon the fundamentals of traditional brand management strategies, in marketing and practices developing and delivering multi-channel digital branding plan. This course will review best practices and trends in digital branding, understanding business models and principles underlying marketing and digital branding campaign with case studies, interactive exercises and semester-long branding project.

**Measurable Learning Outcomes:**

By the end of this course, you will be able to:

1. Recognize that a brand is one of the most important issues of a firm.
2. Apply strategic brand management as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
3. Identify the importance of consistency for the development of a brand.
4. Learn the basic concepts and techniques for strategically managing a brand.
5. Define branding strategies and make decisions.

By the end of the course, you are expected to have a clear mastery of brand management and to be able to analyze it with a certain degree of creativity and professional marketing skill. You should be able to define successful branding strategies and make and implement action plans based on strategic marketing. In summary, you should improve your marketing capabilities (knowledge, ability, and attitude) to prepare you as a marketing professional, especially on the digital platform.

**Prerequisites:**

Prerequisites include MRKT3300.

## Materials

### Required Materials:

***Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement***, 2<sup>nd</sup> Edition, by Daniel Rowles, Kogan Page, ISBN: 978-0749481698

**Recommended Materials:** *Other readings and supportive materials will be available in Canvas.*

### Important Academic Dates

**UTPB Academic Calendar** <https://www.utpb.edu/calendar/index>

### Course Overview

The course consists of 8 sessions, devoted to covering the theory behind specific concepts. There will be three exams.

Each session will briefly introduce various stages of the Strategic Brand Management process using lecture notes, video case studies, article discussions and case study analysis.

Heavy discussion and participation is expected for online courses. The objective of these sessions is not to explain all the theory behind each topic, but to present a brief overview of each concept. All of the theoretical material, concepts, and models can be found in the course textbook and the suggested readings.

Your final grade will be determined based on the following criteria:

Project Topic Choice Approval	40
Project Report Part A	100
Project Report Part B	100
Narrated Presentation	50
Discussion Forum	160
• Self Introduction	30
• Self Reflection	30
• Week 2 Discussion	50
• Week 5 Discussion	50
Case Analysis	2*60
Online Authentication	30

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**Total** **600**

Grades will be awarded based on the following:

90%-100% (540 -600 points)	A
80%-89.9% (480-539 points)	B
70%-79.9% (420 - 479 points)	C
60%-69.9% (360 - 419 points)	D
Less than 60% (fewer than 360 points)	F

*\*Unless otherwise stated, all materials, activities, and assessments are required and are not optional.*

### **Communication, Grading & Feedback:**

Due to the nature of online courses, there are two major ways to communicate with your instructor: Mary Kalliny via e-mail: [kalliny\\_m@utpb.edu](mailto:kalliny_m@utpb.edu) & Canvas Message System. Please allow at least 24 hours for instructor's response during weekdays and 48 hours during weekend.

Most of the assignments for this course are due on Sunday at 11:59 pm, unless specified in the assignment's instructions. Assignments will be graded within 7 days from their due date. Please check comment area for individual feedback. Always feel free to contact your instructor with your questions for assignments as early as possible.

**Time Management:** A student should expect to spend about 9 hours on assignments in addition to 3 hours of "in-class time" for a total of about 12 hours per week to obtain an "A" in a class. This course requires development of a Branding Plan thus it is important to develop a time management plan for your success.

### **Policies**

1. **Discussion Board:** Discussion Board is primarily for discussing course related topics and issues. Best practices are:
  1. Post your first response early; so that, others will have ample time to respond to you.
  2. Read all message postings in online discussion.
  3. Respond to the question directly
  4. Reply to minimum of two other student posts.
  5. Use a person's name in the body of your message when you reply to their message.
  6. Your replies should further the discussion with a response; thus, avoid postings that are limited to 'I agree' or 'great idea', etc.
  7. Ensure responses to questions are meaningful, reflective.
  8. Support statements with concepts from course readings, refer to personal experience, examples.
  9. Follow **Rules of Behavior**.

2. **Rules of Behavior (Netiquette):** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:
  1. Do not post anything too personal.
  2. Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
  3. Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
  4. Be courteous and respectful to other people on the list
  5. Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
  6. Use line breaks and paragraphs in long responses.
  7. Write your full name at the end of the posting.
  8. Be careful with sarcasm and subtle humor; one person's joke is another person's insult.
3. **Make-Up/Late Submission Policy:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her or his responsibility to contact the instructor immediately and provide documentation of a university-excused absence from computer access. Excused late submissions must be completed within one week of your return; unexcused late submissions are assessed a 10% deduction for each 24-hour period after the stated due date and time.
4. **Academic Dishonesty/Plagiarism/Cheating:** The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an "F" for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university's handbook at: <http://ss.utpb.edu/dean-of-students/scholastic-dishonesty/>

**Academic dishonesty** includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

**Plagiarism** includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source,

including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

5. **Attendance and Class Participation:** Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.
6. **Tracking:** The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.
7. **Absenteeism:** All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.
8. **Course Incomplete/Withdrawal/Grade Appeal:**  
All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at

<http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops>

For grade appeal process go to <http://www.utpb.edu/campus-life/dean-of-students/grievances>.

#### **Accommodation for Students with Disabilities:**

The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored.. \*\*Adapted from UTSA ADA syllabus statement.\*\*

**ADA Officer for Students:** Mr. Paul Leverington

**Address:** Mesa Building 4243 /4901 E. University, Odessa, TX 79762

**Voice Telephone:** 432-552-4696

**Email:** [ada@utpb.edu](mailto:ada@utpb.edu)

1. For the accessibility and privacy statements of external tools used within online and blended UTPB courses, go to [https://www.utpb.edu/online/reach/ADA\\_Privacy](https://www.utpb.edu/online/reach/ADA_Privacy).

#### **Computer Skills, Technical & Software Requirements**

The student should be sufficiently comfortable in an online environment to handle basic web navigation, to perform basic functions of Canvas (including uploading and downloading assignments), to do some online research using the UTPB Dunagan Library databases, and to participate in other online activities.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to Student Services below or visit: <http://www.utpb.edu/services/ird/information-on-computer-accounts-e-mail/office-365>

**Computer Technical Requirements:** Information at <http://www.utpb.edu/online/reach/technical-requirements>

### **Online Student Authentication**

UTPB requires that each student who registers for a distance course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must login to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program.

Each student should complete an "Online Authentication" assignment within the first week of the course.

\*Approved current photo identifications are: passports, government-issued identification, driver's licenses, military ID from DoD. Dual credit and early college high school students use school district identifications.

### **Preparation for Emergencies**

**Computer Crash:** Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

**Complete Loss of Contact:** If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave a message regarding connectivity loss and contact information.

**Lost/Corrupt/Missing Files:** You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

### **End-of-Course Evaluation & Instructor Evaluation**

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a

list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you login.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

### Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630 <a href="http://www.utpb.edu/academics/undergraduate-success/TSAAD">http://www.utpb.edu/academics/undergraduate-success/TSAAD</a>
Advising	UTPB E-Advisor at <a href="http://www.utpb.edu/academics/undergraduate-success/academic-advising-center/e-advisor">http://www.utpb.edu/academics/undergraduate-success/academic-advising-center/e-advisor</a>
Bookstore	(432) 552-0220 <a href="http://www.bkstr.com/texas-permianbasinstore/home">http://www.bkstr.com/texas-permianbasinstore/home</a>
Email, Outlook 365, my.utpb.edu	Information Resources Service <a href="http://www.utpb.edu/services/ird">http://www.utpb.edu/services/ird</a>
Financial Aid and Scholarship	(432) 552-2620 <a href="http://www.utpb.edu/campus-life/financial-aid">http://www.utpb.edu/campus-life/financial-aid</a>
Library	(432) 552-2370 The J. Conrad Dunagan Library Online at <a href="http://library.utpb.edu/">http://library.utpb.edu/</a>
Registrar	(432) 552-2635 <a href="http://www.utpb.edu/services/academic-affairs/office-of-the-registrar">http://www.utpb.edu/services/academic-affairs/office-of-the-registrar</a>
Student Services	<a href="http://www.utpb.edu/campus-life/dean-of-students">http://www.utpb.edu/campus-life/dean-of-students</a>
Technical Support	Canvas 1-866-437-0867 <a href="https://guides.instructure.com/">https://guides.instructure.com/</a>
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: <a href="#">Smarthinking Online Tutoring</a> (provides tutoring services), <a href="#">SmarterMeasure</a> (measures learner readiness for an online course).  <a href="http://www.utpb.edu/online/reach/smarthinking-online-tutoring">http://www.utpb.edu/online/reach/smarthinking-online-tutoring</a>

### Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor

reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes if any.

### Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

### Tentative Schedule

DATE	Assignments/Activities/Topics	Due Date*
Week 1	Session 1 Branding, an Introduction, Chapters 1-4	Self-Introduction Topic Approval
Week 2	Session 2 Digital Branding Tools, Part 1, Chapters 5,	Discussion 2
Week 3	Session 3 Digital Branding Tools, Part 2, Chapters 6, 8	Case Analysis 1
Week 4	Session 4 Digital Branding Tools, Part 3, Chapters 7 &9	Part A Due
Week 5	Session 5 CRM and Marketing Automation; Brand Value and Valuation, Chapters 10-12	Discussion 3
Week 6	Session 6 Digital Branding Strategy and Measurement, Part A Chapters 12-13	Case Analysis 2
Week 7	Session 7 Digital Branding Strategy and Measurement, Part B Chapters 14-16	Part B Due
Week 8	Session 8 Conclusion & Course Wrap-up	Self-Reflection ** Narrated PowerPoint ***

\* Unless specified, all weekly assignments are due on Sunday at 11:59 pm Central Time.

\*\* Self-Reflection is due on Wednesday at 11:59 pm Central Time of Week 8.

\*\*\* Narrated PowerPoint is due Thursday at 11:59 pm Central Time.