B 8621-001: MANAGING BRANDS, IDENTITY & EXPERIENCE
Fall Term 2014

DRAFT – SUBJECT TO CHANGE

Dates: Mondays, Sep 8 – Dec 9
Times: 5:45pm-9:00pm
Room: Uris 332

Professor
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Course Editor
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COURSE DESCRIPTION

Great brands stand for many different things in the minds of customers. But they all succeed in generating consumer interest, loyalty, even passion… and enormous value for the companies that manage them.

Our focus is on strategic and creative management of brands. We will examine how innovative managers create brands that connect with customers by studying customer lifestyles, tapping into cultural meanings, managing customer experiences, and executing brand strategies across touchpoints—from naming and visual identity to advertising, new media, retail, packaging, product innovation, and service. We will also touch upon brand valuation and analytics, but these topics are covered in more depth in other classes.

Class sessions will combine case studies, practical management tools, industry speaker perspectives, and group exercises.

Students are evaluated for their ability to master new concepts, think strategically, and generate truly creative solutions to everyday branding challenges.

METHOD OF EVALUATION

Individual class and case study participation 10%
Individual written assignments 30%
In-class group projects 20%
Project presentation I 10%
Project presentation II 30%

No final. No midterm.

Given the nature of the course, you will be graded on your strategic analysis as well as your creativity.
REQUIRED READINGS

Books:

Coursepack Readings: case studies and articles:
- To Be Announced

RECOMMENDED READINGS (for your own background, if interested):

COURSE SCHEDULE
- To Be Announced
CONNECTION WITH THE CORE

The learning in this course will utilize, build on and extend concepts covered in the following core courses:

<table>
<thead>
<tr>
<th>Core Course</th>
<th>Connection with Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Marketing Programs</td>
<td>1. Innovation</td>
</tr>
<tr>
<td></td>
<td>2. Sales Promotions</td>
</tr>
<tr>
<td></td>
<td>3. Integrated marketing communications</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>1. Customer Analysis</td>
</tr>
<tr>
<td></td>
<td>2. Competitive Analysis</td>
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<td></td>
<td>3. Branding</td>
</tr>
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<td></td>
<td>4. Market Penetration &amp; Marketing Strategy</td>
</tr>
</tbody>
</table>

Students will be expected to have mastered these concepts and be able to apply them in the course.

COURSE OBJECTIVES

The objective of the course is to familiarize you with

- The creative and strategic nature of branding
- Practical frameworks for managing a brand and experience project
- Tools for implementing a brand strategy in visual identity, communications and new media

The course will be useful for managing a brand and experience focused consulting project, and to position or reposition a brand as a brand manager in various industries (e.g., consumer goods, services, and technology).

CONDUCT POLICIES

You are expected to attend all class sessions, actively participate in discussions and assignment, complete assignments, and follow the honor code.

INDIVIDUAL WRITTEN ASSIGNMENTS – 30% of grade

There will be three short individual assignments (Type C) given to you during the week to allow you to utilize the concepts you have learned as part of a written analysis.

Content details about each of these projects will be supplied in class.

10% Assignment one – due on TBA
10% Assignment two – due on TBA
10% Assignment three – due on TBA

Please upload your assignments to Canvas and to ensure submission, email a copy of your work to Gabriela Torres Patiño (gt2254@columbia.edu).
IN-CLASS GROUP PROJECTS – 20% of grade

You will do a range of in-class group projects (Type A) during the semester. Details about each of these projects will be supplied in class.

There will also be a tour of various retail outlets and you will present your analysis. All Retail Tour Experience presentation decks must be sent to Gabriela Torres Patiño by 9:00am on the day of presentation.

Include the name of your group and the names of each of your team members in the deck itself.

If your files are large, upload them to an FTP site (i.e. box.com, yousendit.com, etc.). Remember to send Gabriela an “invite” to download.

10% - Retail Experience Tour
5% - Repositioning Exercise
5% - Brands in Crisis Exercise

PROJECT PRESENTATIONS – 40% of grade

You will do a major group project (Type A) on a struggling brand of your choice. The project will include two presentations—one towards the middle of the semester and one at the end. More information will be supplied in class.

All presentation decks must be sent to Gabriela Torres Patiño by 9:00am on the day of presentation.

If your files are large, you may upload them to an FTP site (i.e. box.com, yousendit.com, etc.). Remember to send Gabriela an “invite” to download.

INDIVIDUAL CLASS AND CASE STUDY PARTICIPATION – 10% of grade

You will be evaluated on the quality of your class participation, including lecture discussions, case study discussions, and exercises. Attendance is also taken into consideration.

ASSIGNMENT TYPES

<table>
<thead>
<tr>
<th>Type</th>
<th>Designation</th>
<th>Discussion of concepts</th>
<th>Preparation of submission</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>group/group</td>
<td>Permitted with designated group</td>
<td>By group</td>
<td>Same grade for each member of the group</td>
</tr>
<tr>
<td>B</td>
<td>group/individual</td>
<td>Permitted with designated group</td>
<td>Individually (No sharing of any portion of the submission.)</td>
<td>Individual</td>
</tr>
<tr>
<td>C</td>
<td>individual/individual</td>
<td>None of any kind</td>
<td>Individually</td>
<td>Individual</td>
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