COURSE OUTLINE			
TERM: Fall 2018		**COURSE NO**: BMKT 316	
INSTRUCTOR:		**COURSE TITLE: Branding and Innovation**	
OFFICE: LOCAL: **E-MAIL:** @capilanou.ca		**SECTION NO(S):**	**CREDITS: 3**
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES
BMKT 161 and 261; OR 6 NABU Credits

COURSE FORMAT
Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester.

CALENDAR DESCRIPTION
This course builds on introductory branding concepts. The student will plan, implement and assess strategic branding decisions within various contexts, including industry, ethical and social issues, globalization and innovation. The tools, frameworks and models of branding will be explored to assess brand positioning, build brand equity and manage brands over time.

COURSE NOTE
BMKT 316 is an approved Experiential course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES
Keller, P. (2013). *Strategic Brand Management*. (4th ed.) U.S.A.: Pearson Education Inc.
Also Cases required.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:
1. Use branding and innovation specific industry and academic terms and concepts when making oral presentations in class on required topics.
2. Choose appropriate communications tools and develop a professional presentation for a new product/service branding strategy.
3. Explain the difference between brands and products and the importance of brand equity.
4. Assess existing brand positioning in a category, and systematically identify opportunities and threats for future positioning scenarios.
5. Design enhanced marketing programs that build brand equity.

6. Measure and interpret brand performance.
7. Distinguish between innovation models.
8. Develop and apply new product/service frameworks to support innovation.
9. Apply strategies to manage and/or revitalize brands over time.
10. Plan, develop, and implement an effective branding strategy for a new product/service using a variety of branding tools and frameworks.
11. Display leadership by proposing goals and tasks, initiating discussion, and keeping the team focused in group projects.
12. Demonstrate active and positive engagement in class discussions that reflects thorough preparation of readings.
13. Use a collaborative approach to problem solving and situation analysis in class activities within groups.
14. Examine ethical and social issues pertaining to branding.
15. Explain some of the challenges posed by globalization and anti-branding movements.

Students who complete this Experiential course will be able to do the following:
1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

COURSE CONTENT

Week	Topic
Week 1	Brands and Brand Management Customer Based Brand Equity
Week 2	Brand Resonance and the Brand Value Chain Choosing Brand Elements to Build Brand Equity
Week 3	Marketing Programs to Build Brand Equity
Week 4	Integrated Marketing Communications to Build Equity
Week 5	Leveraging Secondary Brand Associations to Build Brand Equity
Week 6	Developing a Brand Equity Measurement and Management System
Week 7	Measuring Sources of Brand Equity: Capturing Customer Mindset
Week 8	Measuring outcomes of Brand Equity: Capturing Market performance

Week 9	Designing and Implementing Branding Architecture Strategies
Week 10	Innovation frameworks for designing new products and services
Week 11	Introducing and Naming New products and Brand
Week 12	Managing Brands over Time
Week 13	Presentations
Weeks 14 and 15	Final Exam Period – No Final Exam

EVALUATION PROFILE

Cases and Personal Brand	20%
Group Brand Audit	30%
Participation	10%
Exam 1	20%
Exam 2	20%
Total	100%

Brand Audit Group Assignment
Working with an industry client, students will prepare a report submission and presentation. A brand audit is a detailed analysis that demonstrates brand performance compared to its stated goals, and looks at the wider landscape to evaluate overall business performance in the marketplace.

Exams
Two individually written exams based on course content.

Cases and Personal Brand Profile
This individual assignment is comprised of two cases plus a Linkedin profile as the student's industry standard personal brand. Cases are based on industry examples and apply brand equity and category management content.

Participation
Based on demonstrating exceptional content knowledge, attentiveness, and engagement during class; in addition to collaborating with other students. Encouraging open, respectful dialogue; moving discussions forward by encouraging others to contribute. Demonstrating ability to integrate new knowledge into work. Challenging thoughts and ideas while remaining open to new information and points of view; exhibiting curiosity while displaying active listening skills by being engaged and attentive.

GRADING PROFILE

A+	=	90-100	B+	=	77-79	C+	=	67-69	D	=	50-59
A	=	85-89	B	=	73-76	C	=	63-66	F	=	0-49
A-	=	80-84	B-	=	70-72	C-	=	60-62			

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance *Policy S1990-01*
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note-taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: http://www.capilanou.ca/services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: http://www.capilanou.ca/about/governance/policies/Policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.