

## Course Syllabus

1	Course title	Brand management	
2	Course number	1604316	
3	Credit hours	3	3
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	0	
5	Program title	Marketing	
6	Program code	04	
7	Awarding institution	Jordan University	
8	School	Business	
9	Department	Marketing	
10	Course level	4 <sup>th</sup> year	
11	Year of study and semester (s)	2022-2023	
12	Other department (s) involved in teaching the course	N/A	
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online —	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others .....	
16	Issuing/Revision Date	21/10/2021	

### 17 Course Coordinator:

Name: Doa'a Hajawi	Contact hours: 11:00-12:00 Mon –Wed 14:30-15:30 Sun-Tues-Thrs
Office number:	Phone number: 24250
Email: d.hajawi@ju.edu.jo	

**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**19 Course Description:**

As stated in the approved study plan.

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function



### Course aims and outcomes:

#### A- Aims:

1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.
4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

#### B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:

1. To have an adequate knowledge of marketing principles in general and principles related to branding and brand management
2. To acquire theoretical and practical branding knowledge and the ability to solve marketing problems
3. Acquiring the ability to Possess and to conduct a scientific marketing research and to find relationships between marketing variables that affect managing brands
4. Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing projects
5. Acquiring the ability to connect different marketing concepts and to employ them in branding and brand management

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)	SLO (6)
SLOs of the course						
to have an adequate knowledge of marketing principles in general and principles related to branding and rand management	x					
To acquire theoretical and practical branding knowledge and the ability to solve marketing problems		x				
Acquiring the ability to Possess and to conduct a scientific marketing research and to find relationships between				x		

marketing variables that affect managing brands						
Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing projects						X
Acquiring the ability to connect different marketing concepts and to employ them in branding and brand management					X	

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	Brand and Brand Management	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),

	1.2	Customer-Based Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	1.3	Customer-Based Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand

					Management (3rd edition),
2	2.1	Brand Positioning	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	2.2	Brand Positioning	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	2.3	Brand Positioning	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
3	3.1	Choosing Brand Elements to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	3.2	Choosing Brand Elements to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),

	3.3	Choosing Brand Elements to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
4	4.1	Designing Marketing Programs to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	4.2	Designing Marketing Programs to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	4.3	Designing Marketing Programs to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
5	5.1	Integrating Marketing Communications to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	5.2	Integrating Marketing Communications to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	5.3	Integrating Marketing Communications to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),

6	6.1	Leveraging Secondary Brand Associations to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	6.2	Leveraging Secondary Brand Associations to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	6.3	Leveraging Secondary Brand Associations to Build Brand Equity	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
7	7.1	developing brand equity measuring and management systems	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	7.2	developing brand equity measuring and management systems	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	7.3	developing brand equity measuring and management systems	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
8	8.1	Midterm exam	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),



	8.2	Designing and Implementing Branding Strategies	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	8.3	Designing and Implementing Branding Strategies	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
9	9.1	Designing and Implementing Branding Strategies	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	9.2	Introducing and Naming New Products and Brand Extensions	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	9.3	Introducing and Naming New Products and Brand Extensions	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
10	10.1	Introducing and Naming New Products and Brand Extensions	Teams +live	Excise/Exam/Project	Kevin Keller, Strategic Brand Management (3rd edition),
	10.2	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),

	10.3	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
11	11.1	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	11.2	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	11.3	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
12	12.1	Project development	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	12.2	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	12.3	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
13	13.1	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	13.2	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),

	13.3	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
					Management (3rd edition),
14	14.1	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	14.2	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	14.3	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
15	15.1	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	15.2	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),
	15.3	Project presentation	live	Rubric	Kevin Keller, Strategic Brand Management (3rd edition),

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm Exam	30			8	



Final Exam	50			16	
Project presentation	15			12	
Class work and exercises	5				

### 23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

### 24 Course Policies:

A- Attendance policies: students must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

F- Available university services that support achievement in the course:

### 25 References:

A- Required book(s), assigned reading and audio-visals:

Available on e-learning

B- Recommended books, materials and media:

Kevin Keller, Strategic Brand Management (3rd edition), Prentice-Hall, 2008.



## 26 Additional information:

--

Name of Course Coordinator: ---Doa'a Hajawi-----Signature: ---Doa'a ----- Date: ---10/10/2022
Head of Curriculum Committee/Department: -- Doa'a Hajawi----- Signature: ----- -----

Head of Department: ----- Zainah Qasem ----- Signature: --- -----
Head of Curriculum Committee/Faculty: ----- Signature: ----- -----
Dean: ----- Signature: -----