FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Graduate Programs

Department Marketing

College Business

UGPC Approval _____
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner _____
Catalog _____

***Current* Course Prefix and Number** MAR6933	***Current* Course Title** Strategic Brand Management

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:

Change prefix

From: **To:**

Change course number

From: 6933 **To:** 6838

Change credits*

From: **To:**

Change grading

From: **To:**

Academic Service Learning (ASL) **

Add ☐ **Remove** ☐

* See Definition of a Credit Hour.
** Academic Service Learning statement must be indicated in syllabus and approval attached to this form.

Change description to:

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade.

Effective Term/Year for Changes: Spring 2026	**Terminate course? Effective Term/Year for Termination:**

Faculty Contact/Email/Phone Ann Root aroot@fau.edu 561-297-4179

Approved by	***Date***
Department Chair	4/4/2025
College Curriculum Chair	9/22/2025
College Dean	9/22/2025
UGPC Chair	10/01/2025
UGC Chair	10/01/2025
Graduate College Dean	10/02/2025
UFS President	
Provost	

Arthur Sementelli (Oct 1, 2025 17:00:34 EDT)

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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.

FAU
EXECUTIVE EDUCATION
College of Business
Florida Atlantic University

~~MAR 6933-xxx-xxxx~~
MAR 6838-xxx-xxxx

Strategic Brand Management

Online
3 credits

Spring 2025
Prof. Ann R. Root
Office: BU 306
Office hours: By Appointment
Telephone: 561-297-4179
Email: aroot@fau.edu

Course Description

This course is devoted to the management of brand equity, i.e., the added value endowed to a brand because of past marketing activities. We will cover how to develop a brand strategy, how to design and implement brand management programs, how to measure and interpret brand performance, and how to grow and sustain brand equity.

Instructional Method

This is a fully online class with asynchronous delivery.

Prerequisites/Corequisites

Prerequisites: Graduate Standing; MAR 6815

Course Objectives/Student Learning Outcomes

1. Students will be able to conduct a Brand Audit which includes Inventory Assessment, Market Research Exploratory and Strategy Formulation.
2. Students will be able to explain and utilize the relevant concepts, theories, models, and tools for making better branding decisions.
3. Students will be able to explain the process of creating a Personal Brand.
4. Students will be able to create their own Personal Brand on LinkedIn

Course Evaluation Method

Discussions	20%
Personal Brand: LinkedIn profile	20%
Brand Audit	60%

Course Grading Scale

In keeping with University policy, students will be graded on a scale of A through F according to the following schedule:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	BELOW A 60

Grades will be rounded up at .45 and higher
Passing grade is a 73

Last Day to Drop with a "W": 04/14/2023

Policy on Makeup Tests, Late Work, and Incompletes

I do not accept late work unless you have notified me prior to the due date. If it is an emergency, you must notify me ASAP. Incompletes will not be given unless you are passing the class with a 73 or higher.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or instruct students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Attendance Policy

There will be no live class sessions. This course is a fully online/asynchronous course. Video lectures and all course content will be delivered through the Canvas learning management system. If any live sessions are held, they will be on an optional attendance basis.

Students are expected to satisfy all academic objectives as outlined by the professor. Students are responsible for arranging to make up work missed because of legitimate reasons, such as illness, family emergencies, military obligations, court-imposed legal obligations, or participation in University-approved activities. It is the student's responsibility to give the professor notice prior to any anticipated difficulties in meeting school deadlines or within a reasonable amount of time after unanticipated difficulties, ordinarily by the next scheduled class meeting. Professors must allow each student who cannot meet deadlines due to a University-approved activity an opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such activity.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie, and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University to observe religious practices, observances, and beliefs regarding admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: FAU Regulation 2.007.

Required Texts/Materials/Readings

Publisher: Pearson
eBook
ISBN-13: 9780135641316
Strategic Brand Management: Building, Measuring, and Managing Brand Equity
5th edition
Keller and Swaminathan

Hardcover
ISBN-13: 9780134892498
Strategic Brand Management: Building, Measuring, and Managing Brand Equity
5th edition
Keller and Swaminathan

Required Technology

Required technological skills

- Basic Skills in computer use
- Access to the internet
- Basic Canvas LMS skills
- Basic Skills for Office programs (word processing and presentation programs)

Required Software

- Microsoft 365 Suite Link to download
- Reliable web browser (recommended Chrome or Firefox)
- Java – Link to download and/or Link to verify Java on your computer
- Adobe Flash Player: Link to download
- Mobile App: Instructions on how to download the Canvas App on an iOS device (Link for iOS Instructions) or Android device (Link for Android instructions).

Internet Connection

- Recommended: Broadband (high-speed) Internet connection with a speed of 4 Mbps or higher
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- To check your Internet speed, click here.

Minimum Technical Skills Requirements
The general and course-specific technical skills a student must have to succeed in the course include but are not limited to:

1. Accessing Internet.
2. Using Canvas (including taking tests, attaching documents).
3. Using email with attachments.
4. Creating and submitting files in commonly used word processing program formats such as Microsoft Office Tools.
5. Copying and pasting functions.
6. Downloading and installing software.
7. Using presentation, graphics, and other programs.
8. Posting and commenting in an online discussion.
9. Searching the FAU library and websites.

Computer Requirement - Basic computer specifications for Canvas Link to Specifications
Operating System

- A computer that can run Mac OSX or Win 7.0 or higher.

Peripherals

- A backup option should be available to minimize the loss of work, such as an external hard drive, a USB drive, cloud storage, or your folder on the FAU servers.

Software

- Once logged in to Canvas, make sure your Internet browser is compatible.
- Other software may be required for specific learning modules. If so, the necessary links to download and install will be provided within the applicable module.

Technical Support
In the online environment, technical issues are always possible (e.g., lost connection, hardware, or software failure). Many of these occurrences can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased; please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructor can verify and take appropriate action to resolve the problem.

Most issues in Canvas can be resolved by clicking on the "Help" tab located on the menu bar.

Upon clicking the "Help" tab, you will be able to:

- Report a problem
- Search Canvas guides

Additional Technical Support

1. Contact the eLearning Success Advisor for assistance: 561-297-3590
2. If you can, take a Print Screen image of the monitor when the problem occurs. Save the image as a .jpg file. If you are unfamiliar with creating a Print Screen image, visit Link to Print Screen Instructions.
3. Complete a Help Desk ticket (Link to Help Desk). Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information to assist you properly. The process includes the following steps:
    a. Select "Canvas (Student)" for the Ticket Type.
    b. Input the Course ID.
    c. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).
    d. Attach the Print Screen file, if available.
4. If you do not hear back from a Help Desk representative in a timely manner (48 hours), it is your responsibility to follow up with an appropriate staff member until a resolution is reached.
5. Once you have submitted a Help Desk Ticket, inform your instructor. Include all pertinent information of the incident (steps 3b-d above). Keep your instructor informed of the status.

Recommended Browsers

Canvas supports the latest two versions of the most widely used browsers. We have learned that Canvas works better with Google Chrome and Mozilla Firefox than with Internet Explorer. If Internet Explorer is currently your only browser, consider installing Chrome or Firefox.

We highly recommend updating to the **newest version** of whatever browser you are using as well as updating to the most recent Flash plug-in.

For more details, see Which Browsers Does Canvas Support?

Course Topical Outline

This schedule may change at the instructor's discretion.

March 11-17

Watch video of Course Overview
Read Chapter 1: Brands and Brand Management
- Watch Chapter 1 summary video
- Complete Chapter 1 discussion

Read Chapter 2: Customer-Based Brand Equity and Brand Positioning
- Watch Chapter 2 summary video
- Complete Chapter 2 discussion

Read Chapter 3: Brand Resonance and the Brand Value Chain
- Watch Chapter 3 summary video
- Complete Chapter 3 discussion

Watch Personal Branding assignment overview video
- Complete assignment: 7 questions

March 18-24

Read Chapter 4: Choosing Brand Elements to Build Brand Equity
- Watch Chapter 4 summary video
- Complete Chapter 4 discussion

Read Chapter 5: Designing Marketing Programs to Build Brand Equity
- Watch Chapter 5 summary video
- Complete Chapter 5 discussion

Read Chapter 6: Integrating Marketing Communications to Build Brand Equity
- Watch Chapter 6 summary video
- Complete Chapter 6 discussion

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: Custom URL

March 25-31

Chapter 7: Branding in the Digital Era
- Watch Chapter 7 summary video
- Complete Chapter 7 discussion

Chapter 8: Leveraging Secondary Brand Associations to Build Brand Equity
- Watch Chapter 8 summary video
- Complete Chapter 8 discussion

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: Headshot

April 1-7

Watch Brand Inventory overview video
- **Brand Inventory due**

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: Background Picture/Banner

April 8-14

Chapter 9: Developing a Brand Equity Measurement and Management System
- Watch Chapter 9 summary video
- Complete Chapter 9 discussion

Chapter 10: Measuring Sources of Brand Equity: Capturing Customer Mind Set
- Watch Chapter 10 summary video
- Complete Chapter 10 discussion

Chapter 11: Measuring Outcomes of Brand Equity: Capturing Market Performance
- Watch Chapter 11 summary video
- Complete Chapter 11 discussion

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: Profile Title

April 15-21

Watch Brand Exploratory overview video
- **Brand Exploratory due**

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: About section

April 22-28

Chapter 12: Designing and Implementing Branding Architecture Strategies
- Watch Chapter 12 summary video
- Complete Chapter 12 discussion

Chapter 13: Introducing and Naming New Products and Brand Extensions
- Complete Chapter 13 discussion

Chapter 14: Managing Brands Over Time
- Complete Chapter 14 discussion

Chapter 15: Managing Brands Over Geographic Boundaries and Market Segments
- Complete Chapter 15 discussion

Watch Personal Branding assignment overview video
- Complete LinkedIn assignment: Settings (stop sharing and remove competitors)

April 29-May 3

Read Chapter 16: Closing Observations
- Complete Chapter 16 discussion

Watch Brand Strategy overview video
- **Brand Strategy due**

LinkedIn Profile due