

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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## COURSE DESCRIPTION AND OUTCOMES

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### Course Description:

This course provides an analysis of product and brand management as applied to goods and services. Students will be prepared to create value to targeted customers via ideation, planning/design, and implementation of successful product and brand development strategies. Brand elements will be analyzed for effectiveness.

### Course Overview:

This course is designed to focus on the processes and elements of brand and product management in the modern world. You will explore the skills and knowledge necessary to be successful in brand and product management. It examines the factors involved in creating brand awareness, the Four Pillars of Branding, promotional mixes, and the IMC. Brand hierarchies, archetypes, and extensions are also explored. The course also includes an analysis of entrepreneurship and branding, how to manage brand crises, and future trends in branding.

### Course Learning Outcomes:

1. Understand the difference between product management and brand management roles and responsibilities.
2. Analyze the steps in the strategic brand management process.
3. Assess elements that create effective brands.
4. Develop strategies for new product introduction, as well as managing products over their life cycle.
5. Evaluate brand and product performance.
6. Identify legal, ethical, and technology product/brand issues in domestic and global business environments.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Keller, K. L. (2013). *Strategic brand management* (4th ed.). Upper Saddle River, NJ: Pearson Education, Inc. ISBN-13: 978-0132664257

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1

#### Readings

- Chapters 1 & 4-7 in *Strategic Brand Management*
- Anselmsson, J. (2016). Customer-based brand equity and human resource management image. *European Journal of Marketing*, 50(7/8), 1185-1208. Retrieved from <https://www.emeraldinsight.com/doi/abs/10.1108/EJM-02-2015-0094>
- Batesole, B. (2016, August 24). In *Advanced Branding* (Introduction; 1. Components of Branding; 2. Brand Research) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Enterprise-Marketing-tutorials/Advanced-Branding/490749-2.html>

- De Oliveira, M. O. R., Silveira, C. S., & Luce, F. B. (2015). Brand equity estimation model. *Journal of Business Research*, 68(12), 2560-2568.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

## Module 2

### Readings

- Chapters 2, 3, & 11 in *Strategic Brand Management*
- Batesole, B. (2016, August 24). In Advanced Branding (3. Brand Development; 4. Brand Experience) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Enterprise-Marketing-tutorials/Advanced-Branding/490749-2.html>
- Carson, M. (2014) The 4 pillars new brands must communicate to their audience. Retrieved from <https://www.entrepreneur.com/article/239618>
- Djurovic, V. (2016). Applying the 4 pillars of brand equity in social media. Retrieved from <https://www.brandingmag.com/2016/08/04/brand-equity-in-social-media/>

### Opening Exercise (0 points)

### Discussion (25 points)

### Critical Thinking: (70 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option #1: STP: Segmentation, Targeting and Positioning**

Describe the process of STP currently used by your chosen brand. Who are the brand's customers and how does your brand position its products? Give as much demographic and geographic descriptions of the customers that you can research. What generation is most targeted by your brand? What segmentation model is currently in place and is it effective in terms of building market share and customer loyalty? What is your brand's "mantra" and how effectively is it being communicated to the target audience?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Check out the Marketing guide in the CSU-Global Library. Here you can:

- Locate a variety of information sources that deal with brand and product management.

- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

### **Option #2: The Four Pillars of Branding**

Define and describe the Four Pillars of Branding. How does your particular brand differentiate itself and build a relationship with its customers? How does your brand build brand equity based on these pillars and how successful have they been?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

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- Locate a variety of information sources that deal with brand and product management.
- Gather industry information specific to difference aspects of marketing.
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### **Reference:**

Djurovic, V. (2016). Applying the 4 pillars of brand equity in social media. Retrieved from <http://www.brandingmagazine.com/2016/08/04/brand-equity-in-social-media/>

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (25 points)**

#### **Option #1**

1. Submit your Portfolio Topic to your instructor for preliminary approval. Provide reasons for your choice. Your submission should contain no more than one page of content, framed by a cover page and references page. This assignment is required and is worth 25 points.
2. Create a visual ad (in PowerPoint or another presentation software like Prezi) for social media using celebrities. Begin the creation of your brand's visual ad for social media. Choose what celebrity or celebrities (or public figure[s]) you plan to use. This should be an ad that doesn't currently exist. You can do a new product launch for your brand based on their current industry experience or revamp an existing product currently offered by your brand.

#### **Option #2**

1. Submit your Portfolio Topic to your instructor for preliminary approval. Provide reasons for your choice. Your submission should contain no more than 1 page of content, framed by a cover page and references page. This assignment is required and is worth 25 points.
2. Create a visual ad (in PowerPoint or another presentation software like Prezi) for YouTube using real customer testimonials. Begin the creation of your brand's visual ad for YouTube or other video streaming sites. Identify how you will choose real customers for this ad. This should be an

ad that doesn't currently exist. You can do a new product launch for your brand based on their current industry experience or revamp an existing product currently offered by your brand.

## Module 3

### Readings

- Chapters 5 & 7 in *Strategic Brand Management*
- Ailawadi, K. L., Lehmann, D. R., & Neslin, S. A. (2001). Market response to a major policy change in the marketing mix: Learning from Procter & Gamble's value pricing strategy. *Journal of Marketing*, 65(1), 44-61.
- Batesole, B. (2016, August 24). In Advanced Branding (5. Brand Touchpoints; 6. Brand Management) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Enterprise-Marketing-tutorials/Advanced-Branding/490749-2.html>
- Quelch, J. A., & Yong, S. (2015). *Eco7: Launching a new motor oil*. Harvard Business Publishing.
- Yu-ping, C., Nelson, L. D., & Ming, H. (2015). From "where" to "what": Distributed Representations of brand associations in the human brain. *Journal of Marketing Research (JMR)*, 52(4), 453-466. Retrieved from doi:10.1509/jmr.14.0606

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking: (70 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option #1: Product and Distribution Strategies**

In PowerPoint, or another presentation software like Prezi, present your brand's product and distribution strategies. Here, you will discuss the brand's elements in detail and what distribution channels are presently in place.

- Prepare an 8-10 slide presentation with voice narration. If you do not have access to a microphone, you may write out your narration as a script and submit as an accompanying Word document or find an alternative way of presenting the narration, depending on the program. PowerPoint, for instance, has the option to add notes at the bottom of each slide. Clearly designate which slide the narration accompanies.
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation. Embed voice narration in your presentation or follow the same directions above for a written script and submit it separately. Familiarize yourself with the program you choose early on in the process.
- You will be graded on the thoroughness of your presentation, your understanding of the concepts presented in this course, and writing style and mechanics.

Use the Student Presentation Guide which provides guidance for developing your PowerPoint-based slide presentations. Presentations in academia and in the business world require high impact visuals and key summarized points in the slides, plus extensive supporting speaker's notes, to achieve the communication and decision-making outcomes you strive to achieve. Your audience will find charts, graphs, models, trend lines, etc. especially helpful in condensing data or ideas into a simple and understandable graphics.

Your presentation should be 8-10 slides in length, include relevant and thorough speaker notes, and be formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. Review the grading rubric to see how you will be graded for this assignment.

### **Option #2: Pricing and Promotional Strategies**

In PowerPoint or another presentation software like Prezi, present your brand's pricing and promotional strategies. Here, you will discuss the brand's pricing techniques in detail and how the brand markets its products. What media channels and ad strategies are currently being used?

- Prepare an 8 to 10 slide presentation with voice narration. If you do not have access to a microphone, you may write out your narration as a script and submit as an accompanying Word document or find an alternative way of presenting the narration, depending on the program. PowerPoint, for instance, has the option to add notes at the bottom of each slide. Clearly designate which slide the narration accompanies.
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation. Embed voice narration in your presentation or follow the same directions above for a written script and submit it separately. Familiarize yourself with the program you choose early on in the process.
- You will be graded on the thoroughness of your presentation, your understanding of the concepts presented in this course, and writing style and mechanics.

Use the Student Presentation Guide which provides guidance for developing your PowerPoint-based slide presentations. Presentations in academia and in the business world require high impact visuals and key summarized points in the slides, plus extensive supporting speaker's notes, to achieve the communication and decision-making outcomes you strive to achieve. Your audience will find charts, graphs, models, trend lines, etc. especially helpful in condensing data or ideas into a simple and understandable graphics.

Your presentation should be 8-10 slides in length, include relevant and thorough speaker notes, and be formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references beyond the text or other course materials. Review the grading rubric to see how you will be graded for this assignment.

## **Module 4**

### **Readings**

- Chapters 5 & 6 in *Strategic Brand Management*

- Batesole, B. (2016, August 24). In Advanced Branding (7. Brand Loyalty; 8. Brand Validation; Conclusion) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Enterprise-Marketing-tutorials/Advanced-Branding/490749-2.html>
- Hersh, A., & Aladwan, K. (2014). Tourists perceive marketing deception through the promotional mix. *Business Management Dynamics*, 3(12), 21-35.
- Keller, K. L. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program? *Journal of Advertising*, 45(3), 286-301. Retrieved from doi:10.1080/00913367.2016.1204967

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking: (70 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option #1: Create a New Customer Loyalty Program**

Create a new customer loyalty program for your brand and discuss its effectiveness of drawing in new and retaining existing customers. What features would you include that would incentivize or reward customers when they buy from your brand? What information would you need from customers and how would you protect their privacy? How would you implement and communicate the “6Cs” into this marketing program?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Check out the Marketing guide in the CSU-Global Library. Here you can:

- Locate a variety of information sources that deal with new customer loyalty.
- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

#### **Option #2: Evaluate the Existing Customer Loyalty Program**

Discuss the existing customer loyalty program that is being used by your chosen brand. What are its strengths? What opportunities are there to improve the program? Measure its success based on current sales revenue of the brand. What are customers saying about the program based on reviews? How transparent are terms being communicated to customers and how easy is it to use? How are the “6Cs” being used in terms of communicating and implementing this marketing program?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted

according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Check out the Marketing Guide in the CSU-Global Library. Here you can:

- Locate a variety of information sources that deal with evaluating loyalty programs.
- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

### **Portfolio Milestone (25 points)**

#### **Option #1**

Submit an outline of your Portfolio Project.

- State your topic.
- Detail the specifics on the celebrity you chose.
- Provide four scholarly articles that you might consider using for your final Portfolio Project. Give a short reason why each would be pertinent to your project. This is not expected to be a final list. The goal here is to motivate you to begin examining research that might help you in your final Portfolio Project.
- Add a reference section for your research sources.
- Format your outline according to the CSU-Global Guide to Writing and APA Requirements.

#### **Option #2**

Submit an outline of your Portfolio Project.

- State your topic.
- Detail the specifics on the celebrity you chose.
- Provide four scholarly articles that you might consider using for your final Portfolio Project. Give a short reason why each would be pertinent to your project. This is not expected to be a final list. The goal here is to motivate you to begin examining research that might help you in your final Portfolio Project.
- Add a reference section for your research sources.
- Format your outline according to the CSU-Global Guide to Writing and APA Requirements.

## **Module 5**

### **Readings**

- Chapter 11 in *Strategic Brand Management*
- Grenager, T., & Persky, E. (2018, January 18). In Product Management: Building a Product Strategy (Introduction; 1. Product Strategy Overview; 2. Filling in the Elevator Pitch Step by Step) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Business-Skills-tutorials/Product-Management-Building-Product-Strategy/628691-2.html>
- Rahman, K., & Areni, C. S. (2014). Marketing strategies for services: is brand architecture a viable way forward? *Journal of Strategic Marketing*, 22(4), 328-346. Retrieved from doi:10.1080/0965254X.2013.876079

- Voleti, S., & Ghosh, P. (2013). A robust approach to measure latent, time-varying equity in hierarchical branding structures. *Quantitative Marketing & Economics*, 11(3), 289-319. Retrieved from doi:10.1007/s11129-013-9133-3

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking: (80 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option #1: Brand Personality Interview**

Choose a local organization that mirrors the company you've chosen (unless you are successful connecting with someone within the company you have selected, which may be unlikely). Ask someone within to conduct an interview regarding their thoughts on their brand's personality. Include the person's position/title within the company. Compose at least 10 comprehensive, open-ended questions to ask this individual.

#### **Deliverables for this assignment:**

- 2-3-page Word document of all questions, answers, and conclusion of what the student learned or of what resonated to the student in the interview, and
- Actual video of interview (you would need to ask the consent of the individual to be videoed); if consent was not given, provide a 2-3-minute video recap of the interview.

Your paper should include a cover and reference page and be formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Check out the Marketing guide in the CSU-Global Library. Here you can:

- Locate a variety of information sources that deal with brand and personality.
- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

#### **Option #2: Brand Personality Interview**

Conduct a mock interview of your chosen brand. Have a friend or loved one ask you questions that you have designed and pre-written. Pretend you are an executive for the brand and answer the questions based on your research and analysis of the brand. What is your brand personality (the quiz in this week's discussion will help)? How does the personality relate to the brand's target market?

#### **Deliverables for this assignment:**

- A 2-3-page Word document with all interview questions, the basis behind the questions, and perspectives of what the student learned, and
- Actual video of interview (your interviewer does not need not be visible in the video if they do not choose to be).

Your paper should include a cover and reference page and be formatted according to the CSU-Global Guide to Writing and APA Requirements. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Check out the Marketing guide in the CSU-Global Library. Here you can:

- Locate a variety of information sources that deal with brand and personality.
- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

## Module 6

### Readings

- Chapter 12 in *Strategic Brand Management*
- Dall'Olmo Riley, F., Hand, C., & Guido, F. (2014). Evaluating brand extensions, fit perceptions and post-extension brand image: Does size matter? *Journal of Marketing Management*, 30(9-10), 904-924. Retrieved from doi:10.1080/0267257X.2014.926962
- Dolan, R. J., & Beckham, H. (2014). In a bind: Peak sealing technologies' product line extension dilemma. *Harvard Business School Brief Case 914-533*.
- Evangeline, S. J., & Ragel, V. R. (2016). The role of consumer perceived fit in brand extension acceptability. *IUP Journal of Brand Management*, 13(1), 57-72.
- Grenager, T., & Persky, E. (2018, January 18). In Product Management: Building a Product Strategy (3. How to Develop Product Strategy; 4. You Have a Strategy, Now What?; Conclusion) [Online lecture series]. *Lynda.com*. Retrieved from <https://www.lynda.com/Business-Skills-tutorials/Product-Management-Building-Product-Strategy/628691-2.html>

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking: (80 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

### **Option #1: Introduce a New Brand Extension for Your Brand**

Chapter 12, figure 12-6 in your textbook gives seven, clear steps on how to introduce a new brand extension. Using those steps, launch a new brand extension for your current brand. Refer to figure 12-7 for what a successful brand extension looks like.

**Deliverables for this assignment:**

An audible and visual video of yourself discussing this assignment in detail. Be creative and use effective communication skills. Post the references used as a separate Word document.

Your video should be 2-4 minutes in length. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

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**Option #2: Evaluate an Existing Brand Extension of Your Brand**

Chapter 12, figure 12-6 in your textbook gives seven, clear steps on how to introduce a new brand extension. Using those steps, discuss how effectively your brand followed those steps. Discuss the strategies currently in place by your brand for all seven steps. Refer to figure 12-7 for what a successful brand extension looks like.

**Deliverables for this assignment:**

An audible and visual video of yourself discussing this assignment in detail. Be creative and use effective communication skills. Post the references used as a separate word doc.

Your video should be 2-4 minutes in length. Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

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- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

**Module 7**

**Readings**

- Chapters 8-10 in *Strategic Brand Management*
- Georgiou, M. (2015). 6 ways entrepreneurs can successfully brand themselves. Retrieved from <https://www.entrepreneur.com/article/248824>
- Williams, J. (n.d.) The basics of branding. Retrieved from <https://www.entrepreneur.com/article/77408>

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

## **Module 8**

### **Readings**

- Chapters 13 & 14 in *Strategic Brand Management*
- Grier, S. A., & Brumbaugh, A. M. (1999). Noticing cultural differences: Ad meanings created by target and non-target markets. *Journal of Advertising*, 28(1), 79-93.
- O'Reilly, D. (2005). Cultural brands/ branding cultures. *Journal of Marketing Management*, 21(5-6), 573-588.

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Portfolio Project (300 points)**

Choose one of the following two Portfolio Projects to complete. Do *not* do both assignments. Identify your assignment choice in the title of your submission. Review the Portfolio Project grading rubric to understand how you'll be graded on your project.

### **Option #1**

In PowerPoint or another presentation software like Prezi, design a new ad for your chosen brand to present on a social media platform. Detail who your audience (target market) will be and how often they will be reached. All 4Ps should be touched in the ad in some way (brand elements, price, how to access product, and a sales promotion). Include a script for a narrator and any actors explaining the brand's attributes and benefits. Include a tag line or "brand mantra."

Determine the media channels and promotional mix for your brand and explain its relevance based on the brand's target audience. Demonstrate how the new ad would differ amongst the promotional mix but how the brand message would remain consistent based on the IMC principle.

Research anything about your brand that could be perceived as a brand crisis and design a plan that helps protect the brand's image and discuss how your ad helps to restore confidence in its target market.

Your presentation should be 13-15 slides in length (excluding cover and references slides) and formatted according to the CSU-Global Guide to Writing and APA Requirements. The presentation should be accompanied by details of each slide (which can be a word document or comprehensive slide notes). Discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references. Review the grading rubric to see how you will be graded for this assignment.

Use the Student Presentation Guide, which provides guidance for developing your PowerPoint-based

slide presentations. Presentations in academia and in the business world require high impact visuals and key summarized points in the slides, plus extensive supporting speaker's notes, to achieve the communication and decision-making outcomes you strive to achieve. Your audience will find charts, graphs, models, trend lines, etc. especially helpful in condensing data or ideas into a simple and understandable graphics.

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- Locate a variety of information sources that deal with this topic.
- Gather industry information specific to difference aspects of marketing.
- Locate writing and citing help.

## **Option #2**

In PowerPoint or another presentation software like Prezi, design a new ad for your chosen brand to present on YouTube or another similar video streaming service. Discuss how you chose the customers who are featured in the ad and give a summary of their actual testimonials. Detail who your audience (target market) will be and how often they will be reached. All 4Ps should be touched on in the ad in some way (brand elements, price, how to access product, and a sales promotion). Include a script for a narrator and any actors explaining the brand's attributes and benefits. Include a tag line or "brand mantra."

Determine the media channels and promotional mix for your brand and explain its relevance based on the brand's target audience. Demonstrate how the new ad would differ amongst the promotional mix but how the brand message would remain consistent based on the IMC principle.

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## COURSE POLICIES

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| Grading Scale |               |
|---------------|---------------|
| A             | 95.0 – 100    |
| A-            | 90.0 – 94.9   |
| B+            | 86.7 – 89.9   |
| B             | 83.3 – 86.6   |
| B-            | 80.0 – 83.2   |
| C+            | 75.0 – 79.9   |
| C             | 70.0 – 74.9   |
| D             | 60.0 – 69.9   |
| F             | 59.9 or below |

### Course Grading

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.