NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF BUSINESS AND TECHNOLOGY OF FASHION

BUF 3500: Brand Image Marketing
SPRING 2023

Instructor: Prof. Shahzad Haider

3 Credit Hours   Instructor Email: SHaider@citytech.cuny.edu
Prerequisites: MKT 2300, SBS 3201

Office Hours: On line by appointment only
By Appointment – ½ hr. before and after class.

COURSE DESCRIPTION:
Investigates how to build, measure, and manage a brand. An exploration of visual literacy by considering the symbols and imagery used in formulating fashion brands and line identity. Explores the theoretical and practical use of images as a form of visual communication intended to convey specific messages about brand identity. This course is an attempt to discover how ideas about identity are made, why some brand identities are more clearly understood than others, and how this ultimately affects consumer choice.

Our class is a SYNCHRONOUS meeting class. ZOOM is used to teach this clas.

Our Zoom meetings are Synchronous – you must be present online to be accounted present for Zoom class meetings. Anyone not visible via Zoom when the class is in session is considered to not be in attendance. All cameras must be on and I am to see you live... no frozen emoji or only your name visible.

If you feel you need special assistance or accommodations to complete this class, please contact the instructor immediately.

Please be mindful that the Instructor of this course reserves the right to change, or alter study units, assignments, examination content and/or dates to this Course Syllabus if deemed necessary. Students will receive advanced warning(s) if such alterations are required.

If for any emergency you miss an important exam or assignment, an official doctor's, or Professional Excuse with contact information, is required. Please note this.

LEARNING OUTCOMES:
Upon successful Completion of this course, students will be able to

Outcome	Assessment
Evaluate how consumer perceptions, attitudes, beliefs, demographics and psychographics affect consumer's selection of apparel products and services.	Class discussion, midterm exam, term paper & presentation
Evaluate semiotic and semantic signals amongst different cultures, and how these differences affect brand image.	Class discussion, course assignments & Branding project
Recognize the basic characteristics of brand equity in the world market environment, and be able to apply to the apply to fashion brands	Class discussion, midterm examination, quizzes, Branding Project & Press Kits
Take an existing product and re-brand to a new niche.	Branding Project
Develop marketing materials required when re-branding an existing product to a new niche (packaging, branding, logos, labeling, naming, slogans)	Branding Project

GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Develop and articulate life-long inquiry based learning in the major	Class discussion, class demeanor, Branding Project & Press Kits
Develop critical thinking skills that move freely between core business principles and industry specific objectives.	Class discussion & course assignments
Gather, interpret, evaluate, and apply information discerningly from a variety of sources.	Class discussion, Branding Project & Press Kits

COURSE POLICIES & PROCEDURES:

ATTENDANCE AND LATENESS:

Class attendance is expected as this course is synchronous, meaning we will meet online via Zoom link on Thursdays 6:00 -8:30 pm. Class attendance is also taken for financial aid records, should you be receiving Financial Aid. Coming to class after class attendance is taken/ or working while in class is considered Late/Absent.

Attending class late/ excessively late or leaving early will effect grade, even online. Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade. These quizzes cannot be made up should you come late or leave early.

Please enable ZOOM video camera as class will be held on ZOOM. Please enable so when you participate, you can earn class discussion points when camera is on as your voice is important to be heard and I like to see my students engage in the classroom setting. You are all important to me.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead and submit the day of absence via email. Students who are not present in class on the days of these assignments will <u>NOT</u> be given the opportunity to make-up these activities unless recognized by CUNY-The New York City College of Technology.

It is strongly recommended that a student's personal appointments be scheduled at other than class times (this includes job interviews and medical appointments). These are not excused absences.

If you are absent when an assignment is due, <u>you</u> are responsible for having the assignment turned in during the class period. If <u>you</u> are absent from class, <u>you</u> are responsible for the material covered. This means you Must get the missed work and <u>you are responsible to get the</u> <u>material by</u> <u>contacting your peers via BB.</u>

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, religion, sexual orientation, or disability.

<u>ASSIGNMENTS/ NO LATE WORK POLICY:</u>
Assignments and projects are due at the very beginning of class as scheduled or submitted via SAFEASSIGN prior it times out. <u>NO</u> <u>LATE</u> <u>work will be accepted.</u> Written work must be word processed/typed on standard size 8 1/2" by 11" paper in black ink. All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates. No assignments can be written within an email. Should one be requested, please submit

in Word or PDF documents and submit early prior the City Tech time at least by 5 minutes.

Suggestion, submit all assignments approximately 10-15 minutes earlier on SAFEASSIGN and double check that the assignments uploads in order to earn credit. City Tech clock may run faster or earlier than your personal clock or cell phone.

Process for Evaluation:
Outstanding (A) work went beyond the package and presentation requirements. Good (B) work met all grading criteria, performed to top standards.
Average (C) work, met all but one or two of the grading criteria. Below Average (D) work met only one or two of the grading criteria.

Project Grading Criteria:
1) Initiative - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
2) Thoroughness - Students must have covered all topical areas. Students should
    provide adequate coverage within each topical area.
3) Accuracy - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. Participation is 20% of your final grade. Coming to class is NOT participation. Class discussion will add points to your participants.

Participation involves:

- Active Learning. Taking notes, asking questions and taking responsibility for your own learning.

- Working with others in group activities: Everyone's learning is improved by individual contributions.

- Attending class regularly. If you aren't here, you can't learn.

Student Conduct Policy:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by <u>any </u>electronic device, especially cell phones.
2. Talking amongst students or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. Do not attempt to discuss grades before, during or after class hours. Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

Special Request:

As Fashion students and instructors we should take pride in our clothing choices and appearances. Please dress professionally within the classroom, online and all class field trips that you are representing The Department of Business, The Business & Technology of Fashion, The New York City College of Technology, CUNY.

Please do not dress in pajamas, sheer shirts, bathrobes, etc.… as this is a reflection of you in the classroom as it is inappropriate in a professional setting. Please avoid laying down on your beds, couches, walking around, standing outside, etc.…as it is inappropriate for a classroom setting even online.

<u>ELECTRONIC DEVICES:</u>

Please silence all devices before class. If you use a computer, please sit in the two front rows of the class. If you are using electronics inappropriately or if your device rings in class, <u>there will be 5 points from your final grade each time</u>. If you are expecting a life and death announcement from an immediate family member please notify me before class of that situation.

<u>ACADEMIC INTEGRITY POLICY:</u>
The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. City Tech is committed to supporting its mission to provide an educational experience designed to Develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code.

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook:

Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT
Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ACADEMIC WRITING CENTER (AG-18):
Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard for online courses.

SAFEASSIGN AS A LEARNING TOOL
SafeAssign helps prevent plagiarism by providing both the student and the professor with a feedback report that compares any student work submitted

through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's SafeAssign software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source. SafeAssignment should not match more than 20% for acceptable collegiate work. Assignments that have higher than 20% matching, will be graded lower or fail due to plagiarism.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through SafeAssign in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to SafeAssign in order to get sufficient feedback from SafeAssign reports to help minimize the risk of plagiarism.

❖ If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.

❖ If student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment. You must meet the time criteria set at City Tech.

❖ Submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database to check for plagiarism.

❖ Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted. Submit your work early; consider time management. I cannot accept assignments via email as it can cause viruses in the computer.

ASSESSMENT AND GRADING: Grading and add/drop policies are in accordance with

University policies. Students need to submit assignments on or before the due date.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. A student's score is converted into a percentage and a grade will be assigned using the scale listed below.
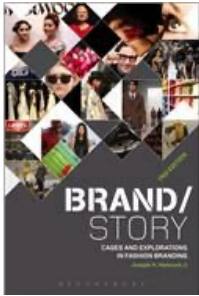
RECOMMENDED TEXTBOOKS: We will definitely be using two textbooks for this course:

- Fashion Branding Unraveled: 1st Edition Hameid, ISBN: 9781563678745 Fairchild Brand/Story:

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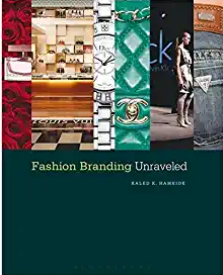
- Cases and Exploration in Fashion Branding: 2nd Edition Hancock, ISBN 9781501300028 Fairchild

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COURSE EVALUATION

Exam One		100 points
Case Study (5)		50 points
Branding Project /Presentation		100 points
Press Kits		100 points
Midterm Exam		100 points
<u>Final Exam</u>		<u>100 points</u>
Total		550 points
A	=	535-550
A-	=	520-534
B+	=	500-519
B	=	480-499
B-	=	460-479
C+	=	440-459
C	=	400-439
D	=	300-399
F	=	299 and below

All papers MUST be typed. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work MUST contain the student name(s) and email address(es), the course name and number, the date the assignment is submitted, and the name of the assignment. Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database concepts and principles (including
material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts,
logical synthesis, and persuasive conclusion/recommendation. Specific examples should
support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of
references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation,
and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

Written work must be word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font. All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

EMERGENCIES: In the case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me prior the start of the class to get full credit. Documentation on Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES): See standard policy document

SCHEDULE OF TOPICS: The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

CREDIT HOUR ASSIGNMENT POLICY:

Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every hour required in it. In this course, that means about 5 hours for this course, not including internship hours.

E-PORTFOLIOS/OPEN LAB:

CUNY-College of Technology asks all students to participate in building a program-long e-Portfolio of the work that they complete while taking classes at the College. Through a process of collect, select, reflect, and connect, students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the "e-Portfolios at CUNY- College Technology" organization in Blackboard.

MIDTERM REPORTS:

At the end of Week all students will be notified through their CUNY-College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matters should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from
one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support

Services. Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

Guidance for Field and Clinical Placement Agreements: Working in collaboration with the CUNY Office of General Counsel, we recommend the following guidance for any students who are participating in field or clinical placements in Summer 2020-Fall 2022 that are facilitated, funded, or directly arranged by campus staff. This language is consistent with the assumption of risk/waiver that is part of the Domestic Travel Policy. The language below could be included, or modified for inclusion, into field or clinical placement documents that campuses use with their students:

"In signing this Agreement, I acknowledge that I understand that my participation in an in-person field or clinical placement will involve risks and hazards not found in remote study at the College, which is the current mode of instruction required by the COVID-19 pandemic and the executive orders and directives of New York State. In ordinary times, these risks can range from a) minor injuries and illness such as bruises, and strains, to b) major injuries and illness such as broken limbs, loss of sight, neck or back injuries, heart attacks, and concussions, to c) catastrophic injuries, including paralysis and death, and also include risks of damage to or theft of personal property, and risks involved in traveling to and within, and returning from, internship sites or clinical placements. I understand that COVID-19 presents unique health risks, especially to those with underlying conditions, and that there may be other risks not known or reasonably foreseeable. I have sought and obtained information and advice that I feel are necessary and appropriate. I VOLUNTARILY ACCEPT AND ASSUME ALL OF THE RISKS IN PARTICIPATING IN THE field or clinical placement and my participation in the assigned placement described below is voluntary."

Please sign your name & date understanding this policy

TOPICS COVERED IN THIS COURSE: As this course is hands-on and immersive, we will be covering the following topics, as well as responding to the concerns and experiences that emerge during the course of the internship and semester. In this experimental form, students should craft an adaptable attitude and cultivate self-starting, flexible professional capacities.

SCHEDULE OF TOPICS:

WEEK	TOPIC	ASSIGNMENT
1	Brands and Brand Management Customer-based Brand Equity	Chapters 1 & 2
2	Brand Positioning and Values Choosing Brand Elements to Build Brand Equity	
3	Designing Marketing Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity Case: MTV - Building a Brand Resonance	
4	Leveraging Secondary Brand Knowledge to Build Brand Equity Case: Nike - Building a Global Brand In class Case: Levi Strauss and Co.- Creating a Subbrand	
5	Developing Brand Equity Measurement and Management System Measuring Sources of Brand Equity Case: Yahoo - Managing an Internet Brand	
6	Measuring Outcomes of Brand Equity In class case: Snapple - Revitalizing a Brand	
7	MIDTERM EXAM	
8	Design and Implementing Branding Strategies In class case: Nivea - Managing a Brand Hierarchy	
9	Introducing and Naming New Products and Brand Extensions	
	In class case: Red Bull - Building Brand Equity in New Ways	

10	Managing Brands Over Time Case: Starbucks Corporation - Managing a High Growth Brand	
11	Managing Brands Over Geographical Boundaries and Market Segments	
12	Group Presentations on Branding	
13	Group Presentations on Branding	
14	Review for Final: Practice Final in Class	
15	FINAL EXAM	

BIBLIOGRAPHY:

Benbow-Pfalzgraf and Richard Martin, eds. Contemporary Fashion. 2nd Ed. Detroit: St. James Press, 2002.

Gigi Ekstrom, Margaret. Fashion Marketing. New York: McGraw Hill/Glencoe, 2006.

Goworek, Helen. Careers in Fashion and Textiles. Ames, IA: Blackwell Pub., 2006.

Mauro, Lucia and Kathy Siebel. Careers for Fashion Plates & Other Trendsetters. Blacklick, OH: McGraw Hill, 2002.

Participation will be assessed as follows:

	Exemplary (90-100%)	Proficient (80-90%)	Developing (70-80%)	Unacceptable (>70%)
Frequency of Participation on Class	Student initiates contributions more than three in each recitation.	Student initiates contributions more than twice in each recitation.	Student initiates contributions more than once in each recitation.	Student does not initiate contribution & needs instructor to solicit input.
Quality of Comments	Comments always insightful & constructive; uses appropriate terminology.	Comments always insightful & constructive; uses appropriate terminology.	Comments are sometimes constructive, with occasional signs of insight. Student does	Comments are sometimes constructive, with occasional signs of insight. Student does not use

	Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	not use appropriate terminology; comments not always relevant to the discussion.	appropriate terminology; comments not always relevant to the discussion.
Listening Skills	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.

GRADING RUBRIC for ASSIGNMENTS with APA

	Excellent	Good	Poor
Clarity of Concept/Initiative	Trend / Concept is clearly articulated in all aspects of the work.	Trend / Concept is articulated in some aspects of the work.	Trend /Concept is not articulated.
Thoroughness	Aesthetic is clearly expressed, and the project details strongly support the aesthetic	Aesthetic is expressed, and the project details somewhat support the aesthetic	Aesthetic is not expressed, and the project details do not support the aesthetic
Accuracy	Concepts and all statements are factually accurate and demonstrate clear understanding of the material and the ability to apply the material to additional use-case scenarios	Concepts and all statements are factually accurate and demonstrate a working understanding of the material	Concepts and all statements are factually inaccurate and do not demonstrate a working understanding of the material or are not present at all.
Professionalism/ Technique and Skill	Presentation conforms to the parameters of the assignment and is executed with a high level of neatness and technical skill.	Presentation conforms to the parameters of the assignment but is not executed with a high level of neatness and technical skill.	Presentation fails to conform to the parameters of the assignment and is not executed with a high level of neatness and technical skill.