NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 3500 Brand Image Marketing
Prerequisites: MKT 2300, SBS 3201
Credits: 3

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INSTRUCTOR: Professor Jackson

Office House: Fridays, 4 – 6 PM, By Scheduled Appointment

Email: Djackson@citytech.cuny.edu

Online Course; Asynchronous

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.

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

RECOMMENDED TEXTBOOK:

Fashion Branding Unraveled: 1st Edition, Hameid, 9781563678745, Fairchild/Bloomsbury

COURSE FORMAT:

This is an **online course**. Students are responsible for accessing Blackboard and following weekly course updates. The recommended textbook is listed on the syllabus, however, all materials will be provided as the text is not a requirement. ***Course materials, readings, lecture notes and video sessions will be provided via course instructor.*** Weekly, students will follow the syllabus and blackboard content updates to access and submit course materials.

GENERAL INFORMATION:

- ○ Course Format: **Online Asynchronous**; lectures, assignments, exams/quizzes will be announced via Blackboard with further instructions and due dates.
- ○ Email: DJackson@citytech.cuny.edu
- ○ Independent Assignments & Discussion Boards: Instructions will be announced via blackboard
- ○ Office Hours: Fridays 4-6PM; however email anytime for assistance and I will get back to you within 24-48 hours.
- ○ All assignments must be submitted via Blackboard ONLY. All due dates will be announced in advance in conjunction with the syllabus.
- ○ **Weekly folders will be uploaded in the course content. There you'll find: lecture materials, assignments, assignment submission links, quizzes/exam, and discussion board post.**
- ○ Textbook NOT required.
- ○ All assignments and discussion board due dates will be announced via blackboard/email.

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 600. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

Grading Criteria

Participation / BlackBoard Discussions	100 points
Quizzes	50 points
Term Project/Presentations	150 points
Midterm Exam	75 points
<u>Final Exam</u>	<u>75 points</u>
TOTAL **Process for Evaluation:**	**450 points**
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) **Grade Scale**	work met only one or two of the grading criteria.
A =	93 – 100
A- =	90 – 92.9
B+ =	87 – 89.9
B =	83 – 86.9
B- =	80 – 82.9
C+ =	77 – 79.9
C =	70 – 76.9
D =	60 – 69.9
F =	59.9 and below

COURSE POLICIES AND PROCEDURES:

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 involves:

- **Active Learning**. Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities**: A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.

GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers MUST be typed in APA format. A page is the equivalent of a 2.0 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type in black ink in Times New Roman font. Follow the page length guidelines for each assignment and number each page. All work MUST contain the student name(s), the course name and number, the date the assignment is submitted, and the name of the assignment. Please plan accordingly for all your assignment due dates.

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 marketing 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.

EMERGENCIES

In a 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:

WEEK	TOPIC	ASSIGNMENT
1	Understanding the Brand	- Introduction - Syllabus Overview - Branding In 2018 Case Study
2	Brand Positioning and Values Choosing Brand Elements to Build Brand Equity	- Chapter 1:The Brand Key terminology and ideas "Brand" and the characteristics of the brand - Explore ways to evaluate the brand - Demonstrate the value and importance of the brand for the company and the customer - Identify different brand types

3	Designing Marketing Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity	• Chapter 2: The Brand Decision and Positioning Key terminology and ideas • Examine effective options and Channels for communicating the brand • VIP Model • Communication Channels • Understand and identify different branding growth strategies • Identify the difference among brand repositioning, relaunch and revitalization
4	Leveraging Secondary Brand Knowledge to Build Brand Equity Case: Nike - Building a Global Brand	• Chapter 3: The Branding Process Key terminology and ideas • Revisiting the Four P's • Examine effective options and Channels for communicating the brand • VIP Model • Understand and identify different branding growth strategies • Identify the difference among brand repositioning, relaunch and revitalization

		● Brand Identity Quiz #1 - Chapters 1 & 2
5	Developing Brand Equity Measurement and Management System Measuring Sources of Brand Equity Case: Yahoo - Managing an Internet Brand	Chapter 4: Luxury Fashion Brands Key terminology and ideas ● Defining Luxury Brands ● The Elements of Heritage and Craftsmanship ● Christian Dior case study ● The Social Element of Luxury Brands ● The Product Mix ● Brand Identity ● Positioning Strategy
6	Measuring Outcomes of Brand Equity In class case: Snapple - Revitalizing a Brand	Chapter 4: Luxury Fashion Brands Key terminology and ideas ● Defining Luxury Brands ● The Elements of Heritage and Craftsmanship ● Christian Dior case study ● The Social Element of Luxury Brands ● The Product Mix ● Brand Identity ● Positioning Strategy ● Luxury Brand Communication Quiz # 2- Chapters 3 & 4

7	MIDTERM EXAM	
8	Design and Implementing Branding Strategies In class case: Nivea - Managing a Brand Hierarchy	Chapter 5: Mass Marketing Fashion Brands Key terminology and ideas ● Mass-Market vs. Luxury Brands ● Premium Brands: The New Luxury or New Luxe ● Private Labels
9	Introducing and Naming New Products and Brand Extensions	Chapter 6: Retail Brands Key terminology and ideas ● Product vs. Service ● The Retails Brand Decision ● The Retail Consumer ● The Retail Concept Retails Case Study
10	Managing Brands Over Time	Chapter 7: iBrand: The Age of Interactive Wireless, and Virtual Brands Key terminology and ideas ● The Interactive Brand: Mass Customization ● The Wireless Brand ● Wireless Technology and the Fashion Branding Process

11	Managing Brands Over Time	Chapter 7: iBrand: The Age of Interactive Wireless, and Virtual Brands Key terminology and ideas ● The Virtual Brand ● The World of Social Networking ● Virtual Environments and the Fashion Branding Process Quiz # 3- Chapters 5, 6 and 7
12	Managing Brands Over Geographical Boundaries and Market Segments	Chapter 8:Redesigning the Brand Key terminology and ideas ● The Impact on New Technologies and the Modes ● Culture and Technology ● Customer and Technology ● Microbrands ● Experiential Branding ● Positioning ● Image ● The Relationship Redefined
13	Term Project	Independent Study + Discussion Board
14	Term Project	To be submitted via blackboard. Instruction to be announced

15	FINAL EXAM REVIEW	REVIEW and CASE STUDY
16	FINAL EXAM	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.