



**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

**INSTRUCTOR:** Dr. Robert L. Woods

**Class Meeting/Time:** Wed: 6 - 8:30 PM

**Room #:**

**Office Hours:** By Appointment – ½ hr. before and after class.

**Office Phone:** (718) 260-5773

**Email:** For all class related issues and questions about assignments, exams, grades or schedule clarifications, etc., speak with me directly or via my email: [Rwoods@citytech.cuny.edu](mailto:Rwoods@citytech.cuny.edu). When using email, please be certain to indicate your class (BUF 3500) in the Subject Area of your correspondence.

Meeting Date/ Time:

Room:

**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 both 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

<b>Outcome</b>	<b>Assessment</b>
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, <i>Branding Project &amp; Press Kits</i>
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 ( <i>packaging, branding, logos, labeling, naming, slogans</i> )	Branding Project

**GENERAL EDUCATION LEARNING OUTCOMES**

<b>Outcome</b>	<b>Assessment</b>
Develop and articulate life-long inquiry based learning in the major	Class discussion, class demeanor, <i>Branding Project &amp; Press Kits</i>
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 TEXTBOOKS:** We will definitely be using two textbooks for this course:

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



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



### **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. Three hundred points can be earned through examinations and the remaining via Assignments and Projects. A student's score is assigned using the scale listed in your syllabus.

### **Blackboard:**

The course also requires students to register, log in, and use the City Tech learning management system, Blackboard. Please visit the City Tech website for instructions on the registration and use of Blackboard before starting the course. Instructor will not be responsible for your not being able receive messages, emails, assignments, etc., via Blackboard.

For ZOOM meetings, your link is:

<https://us02web.zoom.us/j/83243034190?pwd=OVlkM2hRUHRpaXV0cDgxUE9pandXZz09>

### **Compatible Computer and/or Software:**

Students are also expected to have regular access to a computer or similar device with enough capacity to open and navigate the required internet/web-based interfaces, programs and word documents used in this course.

### **Adjusting your personal calendar for this class:**

This class has several important dates that students must be aware of in order to satisfactorily meet the requirements of this class. *The Schedule of Activities, objectives, and assignment are listed each week in Blackboard's Content. Assignment due dates and instructions for submission are also given here. Each week's assignment will be posted on Sunday's so that you might better adjust your personal and study schedule around this class.*

There are also several important dates that students should be aware of that impact your ability to schedule and to make informed decisions around issues like school closure days, dropping/adding classes, etc. As you adjust your personal calendars for this class, please take the time to familiarize yourself with the City Tech Academic calendar.

**You can find the Academic Calendar at :** [http://citytech.cuny.edu/registrar/docs/fall\\_2021.pdf](http://citytech.cuny.edu/registrar/docs/fall_2021.pdf)

### **COURSE RATIONALE:**

The goals and objectives of this course prepare students to (1) complete degree requirements; (2) obtain or improve job skills; (3) qualify for a fashion marketing and management job; (4) work as an entrepreneur; (5) fulfill personal goals; and/or (6) understand the research process for apparel manufacturing.

### **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*. **NO LATE ASSIGNMENTS ARE ACCEPTED IN THIS CLASS. ADDITIONALLY, THERE ARE NO MAKE-UP EXAMS OR QUIZZES IN THIS COURSE.** You will know ahead of time when your exam will be given. Hence, you will need to clear your work schedules and/or personal schedules to take these exams and/or quizzes. Exams will be given online, and within a set time period. After all students have submitted their quizzes/exam via Blackboard, your instructor will post exam answers to the exam for all to see... we will review exams. It is thus advised that you personally record your answers to each exam as you complete one question and move on to the next. Instructions on how to take the exams/quizzes are provided you before starting. The University warns students against getting locked out of exams. Reopening them is a problem instructor are warned to avoid.

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 700. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

## 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>
<b>Total</b>	<b>550 points</b>

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

## **COURSE POLICIES AND PROCEDURES:**

### PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. At times, 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. Your class participation in discussions and assignments are noted in this class. Coming to class is NOT participation.

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

### ELECTRONIC DEVICES:

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

- Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices.
- Turn off all cellular telephones, beepers, wristwatch alarms, etc. before you enter class.
- If your electronic device audibly activates during class, you will be deducted 5 points from your final grade.
- If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me before class of that situation.

**GUIDELINES FOR WRITTEN ASSIGNMENTS:**

All papers **MUST** be submitted and typed in the 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’s 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 must notify me as much as possible in advance to make arrangements for submission of your assignment. 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
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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*. 2<sup>nd</sup> 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.

Thank you,

Dr. Woods