2026-2027 Korea University International Winter Campus (KU IWC)

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December 22 (Tue), 2026 - January 8 (Fri), 2027

IWC217 – Product and Brand Management

Ⅰ. Instructor

Professor	Tony C. Garrett
E-mail	tgarrett@korea.ac.kr
Home Institution	Korea University (Korea University Business School)
Class Time	13:30 – 16:25 pm (KST)
Office Hours	TBA
Class Format	In-person
Academic Field	Business, Social Science

Ⅱ. Textbook

Required Textbook	Keller, K, and Swaminathan, V. Strategic Brand Management (5th edition), Prentice Hall, 2020
Recommended Additional Readings	Any additional readings will be notified throughout the course (on LMS).

Ⅲ. Course Description and Objectives (1 course = 3 credits)

Course Description

Brands represent a firm's core value proposition. Increasingly, companies recognize that brand equity is one of their most important strategic assets. A brand—and the promise it conveys—creates value for both the organization and its customers. However, effectively managing products and brands presents significant challenges in today's dynamic and competitive business environment.

This advanced marketing course is designed to develop new skills and consolidate prior knowledge acquired in earlier marketing courses. It adopts a proactive approach to brand management, equipping students with the analytical and strategic capabilities required to build, manage, and sustain strong brands.

Aims

This course provides an in-depth examination of key concepts, theories, analytical frameworks, and models relevant to strategic brand management. It focuses on the development, evaluation, and implementation of branding strategies in complex and evolving market environments.

Learning Objectives
By the end of this course, students should be able to:

1. **Understand branding fundamentals**: Explain the role and importance of branding in creating customer and firm value.
2. **Develop brand strategy**: Analyze the roles of brands, understand the concept of brand equity, and evaluate the advantages of building strong brands.
3. **Design and implement brand marketing programs**: Assess how brand equity can be built through the selection of brand elements, the design of marketing programs, and the use of secondary associations.
4. **Measure and interpret brand performance**: Evaluate different approaches to measuring brand equity and design effective brand equity measurement systems.
5. **Grow and sustain brand equity**: Analyze branding, brand extension, and market expansion strategies to enhance and maintain brand equity over time.

Ⅳ. Grading

Midterm Exam	30 %
Final Exam	35 %
Report	30% (10% Presentation 20% Report)
Participation	5%

Mid-Semester and Final Examinations
The mid-semester and final examinations will consist of a combination of multiple-choice and short essay questions.

- The **mid-semester examination** will cover material from the first half of the course.
- The **final examination** will cover material from the second half of the course; however, students are expected to review earlier material, as it may be required to fully understand later concepts.

Examinations will be based on lecture content, in-class discussions, textbook chapters, and relevant elements of the group project. Assessment will focus not only on knowledge of key concepts, but also on the ability to apply theory to practical business situations.

Group Project and Presentation
Assessment: Report (20%), Presentation (10%)
Format: Group
Length/Duration: Approximately 15-page report; 10-minute presentation
Requirement: Compulsory

Overview
The group project accounts for 30% of the final course grade and consists of:

- **20%** written report (due Week 15)
- **10%** group presentation

Project Scenario
Your group will act as a consulting team for an organization of your choice. The organization has asked you to analyze consumer trends in the Korean market and develop a **brand extension strategy**.

As part of this project, you will:

1. Conduct a **brand audit** of the parent brand to assess its current positioning, strengths, weaknesses, opportunities, and threats.
2. Develop and justify a **brand extension concept**, including key brand elements and marketing programs.
3. Prepare a **professional presentation** for a (hypothetical) brand manager.

Detailed project guidelines and deliverables will be provided early in the semester.

Assessment Criteria
This project is designed to assess your ability to apply concepts and frameworks from lectures and the textbook in a practical context. Evaluation will focus on:

- The feasibility and relevance of the proposed brand extension
- The quality of analysis and use of course concepts
- The strength and clarity of your justification and argument
- The overall professionalism of the report and presentation

Agreement with your conclusions is less important than the quality and persuasiveness of your analysis.

Final Report and Presentation
The final report should be written to a professional standard suitable for submission to a Board of Directors making a go/no-go decision. Reports should be approximately 15 pages in length (excluding appendices).

The presentation should clearly communicate your key recommendations in a concise and professional manner.

Group Work
Group work is a key component of this course. The recommended group size is **five students**. All members are expected to contribute equally.

If issues arise, students should contact the instructor as early as possible. A **peer evaluation** will be conducted at the end of the semester and may result in grade adjustments if contributions are deemed insufficient.

Class Participation
Active participation is expected in all classes. Students should prepare by completing assigned readings and reflecting on how concepts apply to real-world situations.

Participation includes contributing to discussions, sharing ideas, and engaging with classmates. The instructor may call on students during class. Attendance is strongly encouraged.

Participation grades may be adjusted if a student's contribution to the group project is not satisfactory.

V. Class Outline

Date	Topic	Chapter	Remarks
Dec 22 (Tue)	Introduction/Customer based brand equity	1 & 2	Online/Offline class
Dec 23 (Wed)	Brand resonance and the value chain	3	Online class
Dec 24 (Thu)	Choosing brand elements to build brand equity		TBA
Dec 25 (Fri)	No Class	4	
Dec 28 (Mon)	Marketing programs to build brand equity	5	
Dec 29 (Tue)	Integrating marketing communications/Branding in the digital era	6/7	
Dec 30 (Wed)	Leveraging secondary brand knowledge to build brand equity	8	
Dec 31 (Thu)	**Midterm Exam + Class**		
Jan 1 (Fri)	No Class		
Jan 2 (Sat)	Developing a brand equity management system/ Measuring sources of brand equity	9/10	Make-up Class
Jan 4 (Mon)	Measuring Outcomes of Brand Equity	11	
Jan 5 (Tue)	Brand Architecture Strategies	12	
Jan 6 (Wed)	Introducing and Naming New Products and Brand Extensions	13	
Jan 7 (Thu)	Managing Brands over time / Geographic and Market Boundaries	14/15	
Jan 8 (Fri)	**Final Examination/Feedback/Graduation**		