



MKG 400-3: Brand Management
[High Impact Practices (HIP): Immersive Learning]
CRN: 33361
Semester: Spring 2026

Welcome!

I am your professor, Dr. Kesha Coker.

I designed this course to provide you with an engaging learning experience that offers practical value in **branding** for your professional career. We will meet in person in the classroom each week. If you miss class due to extenuating circumstances, please contact me as soon as possible with supporting documentation to stay on track (see your syllabus for more details).

Please read your syllabus carefully. It contains important information about this course to help you get started and guide you throughout the semester.

Feel free to contact me with any questions.

Let's get started!

Best regards,

Dr. Coker

Department of Marketing, WB 318

Miller College of Business

Ball State University, Muncie, IN

Email: kkcoker@bsu.edu (expected response time within 24 hours on Monday to Friday and 48 hours on the weekend)

Office Hours: Tuesday and Thursday, 12:15 pm - 1:45 pm, 3:15 pm - 4:45 pm, & by appointment

Course Description

This course provides you with the foundational knowledge and skills to develop and manage brands. Topics include building and managing brand equity, designing brand elements (e.g., brand names, logos, slogans), developing marketing programs to support products and brands, and global branding.

Prerequisite: MKG 300.

Course Structure: In-person, active, experiential learning

Textbook: *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (2020), 5th edition, by Kevin L. Keller and Vanitha Swaminathan. ISBN 9780134892498

Ball State First Day

This course is part of our course material delivery program, Ball State First Day. The bookstore will provide each student with a convenient package containing all required physical books and any digital materials will be integrated into Canvas for this course.

You should have received an email from the bookstore confirming materials provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you haven't done so already, please confirm your fulfillment preference so the bookstore can prepare your materials. Students who do not want to participate in the First Day program may choose to opt out.

To access your digital materials within Canvas:

Delivery Method	Direction
eBook	Select the "Course Materials" link
Courseware – SSO Partner Integration	Select the "Course Materials" link
Courseware – Access Code Reveal	Reveal the access code in the "Course Materials" link and redeem the code at the link provided on that page, or in the publisher's integration in Canvas
Courseware – Publisher Direct	Select the publisher's link in your course

Course Objectives

Upon completion of this course, you should be able to:

1. Demonstrate understanding and application of core brand management concepts.
2. Connect brand management to marketing.
3. Evaluate and develop brand positioning.
4. Examine how to create, measure, and build brand equity.
5. Develop brand marketing programs to build and sustain brand equity.
6. Perform a brand audit for a real-world brand.
7. Fulfill HIPs Student Learning Outcomes (SLOs):
 - a. Create a constructive collaborative climate.
 - b. Apply previous knowledge or skills to demonstrate comprehension and performance in novel situations.

Expectations

As a student in this class, you are expected to:

1. **Be present and have fun!** Attend class in person, arrive on time at the beginning of each class session, and actively participate in class discussions. Have fun learning!
2. **Devote time and effort to earn your grade.** You earn your grade in this class. I recommend attending class, taking notes, and dedicating enough time to complete assignments and study.
3. **Be prepared and motivated.** Please practice self-motivation, self-discipline, time management, and open communication during the semester. Prepare by completing the weekly activities listed in your course schedule on time. Give yourself enough time to complete assignments in case extenuating circumstances arise.
4. **Request extensions only when truly needed.** If you encounter extenuating circumstances, request an extension of the assignment due dates within a reasonable timeframe. You may request extensions with supporting documentation (see [University policies regarding student absences](#)). Please notify me if you anticipate being absent for any reason (e.g., a funeral) or as soon as possible after the absence begins (e.g., an unexpected injury or illness). You will need to provide documentation (with confidential information removed when appropriate).
5. **Always be professional.** At Ball State, we are courteous and respectful toward one another. We follow the [Ball State Code of Student Rights and Responsibilities](#) and the [Beneficence Pledge](#).
6. **Feel free to ask questions.** I am here to help. You are welcome to schedule an appointment to meet with me during Office Hours or email me.
7. **Contribute to teamwork.** Teamwork competencies enhance your career readiness (see [National Association of Colleges and Employers Competencies](#)). In this class, you will work in teams on several assignments. You must contribute your fair share of work to the team effort to earn a grade on those assignments. Unless you encounter extenuating circumstances, you will earn *zero points* on any teamwork assignment if you do not contribute.
8. **Stay updated on technology.** To get the most value from this course, please prepare as far in advance as possible to ensure you receive technical assistance. If you need technical assistance, seek solutions independently before assignments are due.

Assessments

There are three assessment components. Assignment details, including instructions, relevant readings, due dates, and grading criteria/rubrics will be posted and updated on Canvas and in class. Please check Canvas regularly and keep attending class to stay informed and on track.

1. **Engagement (20%).** These assignments help you develop a deeper understanding of and apply class concepts, while building communication skills essential for career readiness. They also enable you to connect with your classmates, fostering a sense of class community.
 - a. **Quizzes (100 points).** There are *five quizzes, each worth 20 points*. Quizzes are in open-book format. You can use your class notes, but you must complete these quizzes by yourself, without assistance from your classmates, artificial intelligence (AI), or resources other than your notes and textbook.
 - b. **In-Class Assignments (100 points).** There are *five in-class assignments, each worth 20 points*. Some of these assignments are individual assignments to complete on your own. Others are team assignments to complete with your classmates present on the day of the assignment. You must attend class and participate to earn these points.

2. **Exams (60%).** There are *four exams, each worth 150 points*. These exams are closed-book, multiple-choice, and timed at 50 minutes (50 questions per exam). Prepare for exams by reviewing your notes and completing your study guides. Please ensure you have access to a computer compatible with Respondus LockDown Browser. Complete these exams independently, without using your study guides or assistance from your classmates or other resources, such as internet search engines and AI. You will receive an exam code in class to take your exam.

3. **Brand Audit Project (BAP) (20%).** This project helps you gain experience in conducting a brand audit of a *client's brand*. First, assemble a team of your classmates by the Team Agreement due date. Then, you will work to improve the brand's value. Finally, complete assignments to analyze and make recommendations to enhance the brand's value. Wrap up the BAP with an end-of-semester presentation on your work.
 - a. **Assignments (100 points).** There are *two BAP Assignments, each worth 50 points*. These assignments are part of a complete brand audit for the client's brand. They will be useful to your team in preparing your final BAP presentation.
 - b. **Presentation (100 points).** This assignment is a team presentation on your entire brand audit. The presentation helps you learn by revising your past work to present a complete brand audit to the class and the client.

Project Grading: The team grade reflects the collective effort of the entire team. Your grade is calculated as the individual grade (60% of the team grade + 40% of the team grade determined by the average peer evaluation scores), as follows:

Example of Team Project Assignment out of 100 points:

Team grade = 100 points

60% weighting from instructor assessment = $100 \times 0.60 = 60$

Student's average peer evaluation score = 85%

40% weighting of student's average peer evaluation score = $100 \times (0.85 \times 0.40) = 34$

Student's final grade = $60 + 34 = 94$ points

Peer evaluations are confidential. I reserve the right to disregard or adjust peer evaluations where one individual was rated significantly lower than the others, unless the team has made a concerted effort to address the situation.

If your grade is unexpected, this becomes an issue with your team, not me. Resolve team issues promptly to ensure a stress-free, more enjoyable team project experience.

The following is a summary of the three assessment components in this course:

Component	Points
Engagement	200
Quizzes (5 x 20 points each) = 100 points In-Class Assignments (5 x 20 points each) = 100 points	
Exams	600
4 x 150 points each	
Brand Audit Project (BAP)	200
Assignments (2 x 50 points each) = 100 points Presentation = 100 points	
Total Points	1000

Grading Scale

To be fair to all students, the grading scale used in this course is:

Final Grade	Points
A	930 to 1000 points
A-	900 to 929 points
B+	870 to 899 points
B	830 to 869 points
B-	800 to 829 points
C+	770 to 799 points
C	730 to 769 points
C-	700 to 729 points
D+	670 to 699 points
D	630 to 669 points
D-	600 to 629 points
F	Below 600 points

Class Policies

1. **Attendance.** You must show up for class to fully benefit from this course. Arrive on time for each class session. If you are late to class, you will earn a **10-point deduction per incident and zero points on any in-class assignment** completed that day. If you are absent, you are responsible for making up the material. Please check your classmates for notes and meet with me during Office Hours if needed. The exception to this policy is absence due to extenuating

circumstances, accompanied by supporting documentation (see [University policies regarding student absences](#)).

2. **Assessment Submission Policy.** Assessments, unless otherwise indicated, should be submitted using the assignment link in the Canvas module. Unless otherwise noted, you must participate and submit all In-Class Assignments during the class session when they are due.
3. **Feedback.** I am here to facilitate your learning. Feel free to reach out to me at any time for clarification regarding course material. I will respond to emails from your official Ball State email address within 24 hours during weekdays (Monday through Friday) and within 48 hours on weekends. I will make every effort to grade your assignments within seven weekdays of the due date. Feel free to email me before that time if you have any questions. When you receive your graded assignment, please review the comments first, then contact me for clarification if needed. I also encourage you to meet with me during Office Hours to seek feedback on any aspect of this course.
4. **Grading.** I designed all assessment methods to be fair to all students. Therefore, I do not “curve” or “round up” grades. I also do not discuss grades over email. Please meet with me during Office Hours if you need to discuss your grade in this course.
5. **Late Work.** All work is due by the date and time indicated on the assessment. Submit all assessments on time to ensure completion of this course.
 - a. Late submissions of Quizzes will result in a **10-point deduction per day**. I will allow one **FREE PASS**, which allows you to submit one missed Quiz without penalty within **48 hours** of the quiz due date.
 - b. You must be present in class to earn In-Class Assignment points. Late submissions of In-Class Assignments, Exams, and BAP assessments will not be accepted, resulting in a score of **zero** on these assessments.

The exception to this policy is absence due to extenuating circumstances, accompanied by supporting documentation (see [University policies regarding student absences](#)).

6. **Make-Up Work.** You must provide supporting documentation for any absences and for any make-up work.

If you encounter extenuating circumstances and cannot contribute to a BAP assignment, provide me with documentation and follow these steps as soon as possible:

- **Step 1: Contact your team** to ensure they submit the assignment on time.
- **Step 2: Contact me** to discuss the details of your make-up work.
- **Step 3: Submit your make-up work**, including your analysis, research sources, and citations and references. You cannot submit your team’s work; you must submit your own original work.

7. **Extra Credit.** You may be provided with two opportunities to earn extra credit points during the semester. If you accurately complete each extra credit opportunity, you may earn up to **10 points (2 extra credit assignments at 5 points each)** toward your final grade.
8. **Academic Honesty.** Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the VPAA's [Academic Integrity Website](#) (Students tab) for resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University [Student Academic Ethics Policy](#).

Violations. Examples of academic integrity violations include, but are not limited to:

- Using ChatGPT, Google Gemini, or another AI tool to complete assignments unless the assignment allows for using such tools. Please use technology in accordance with the [Ball State University Student Academic Integrity Policy](#).
 - Working with another person on any assessment unless assigned to do so.
 - Reusing work from another semester, course, or section.
 - Fraudulent submission of work.
 - Using unauthorized materials during exams.
 - Impersonating someone else or having them impersonate you.
 - Making fraudulent or dishonest statements regarding your work.
 - Discussing exam questions and answers with students who have not taken the exam.
 - Soliciting others to complete work for you.
 - Posting course files and resources on study or content-sharing websites.
9. **University Statement.** We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.
 10. **Disability Statement.** If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. [Ball State's Disability Services Office](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.
 11. **Freedom of Expression.** In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's [Statement on Freedom of Expression](#), the resources on Ball State's [Freedom of Expression webpage](#), and [Ball State's Beneficence Pledge](#).

12. **Survey Administration.** This course does not permit the distribution of any surveys to students in the class. This policy includes surveys created by students in this class or by individuals outside the class. If you need research participants, please use the [Miller College Research Experience Program](#), which is a dedicated program with a student subject pool.

Student Support Services

The Learning Center. The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State, as well as testing accommodations for students with disabilities. For more information, visit bsu.edu/learningcenter or call 765-285-1006.

The Writing Center. You are encouraged to use the Writing Center for additional feedback on your writing. To schedule a free appointment to discuss your writing, go to bsu.edu/writingcenter. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

The Basic Needs Hub. If you are having difficulty affording food, do not have a safe and reliable place to sleep, and/or are experiencing an emergency or crisis, help is available through the [Basic Needs Hub](#). For assistance, please complete a [Basic Needs Assistance Form](#).

The Counseling Center. The Ball State University Counseling Center offers free and confidential services to all students. To schedule an appointment, call 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). Click [here](#) for more information on the Counseling Center.

The Speaking Center. The [Speaking Center](#) is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. To schedule an appointment, you can access the Speaking Center through your Navigate app or use this [direct link](#).

Assurance of Learning

The Miller College of Business is committed to ensuring that every student graduating with a business degree is competent in five areas that are crucial to success in business. These learning goals can be easily remembered with the acronym **C-KITE** (Communication, Knowledge, Integration, Technology, and Ethics).

Communication: Miller College Graduates will be able to communicate appropriately in a professional context. Specifically, they will be

- **effective oral communicators** who can: organize a presentation; use transitions; avoid verbal pauses; maintain audience interest; use eye contact, body language, and use visual aids effectively
- **effective written communicators** who can: introduce the main idea; provide closure consistent to the main idea; use content to support the main idea; use transitions and emphases; maintain connections between ideas; use organizational structure effectively

(paragraphs, flow); effectively use diction and conventions; and avoid spelling and grammatical errors.

Knowledge: Miller College Graduates will demonstrate basic knowledge in Operations, Marketing, Finance, Management, Accounting, and Economics.

Integration: Miller College Graduates will be able to integrate business knowledge in decision-making. They will be able to

- Identify issues confronting the organization
- Synthesize and analyze available information
- Draw well-reasoned inferences and judgments for courses of action
- Design a plan for implementing the course of action

Technology: Miller College Graduates will be able to obtain, manage and communicate data effectively. They will be able to

- Analyze data for information to support decision-making using technology
- Identify common data security risks and safeguards
- Use common cloud technologies to collaborate on projects effectively

Ethics: Miller College Graduates will be able to recognize and resolve ethical dilemmas. They will demonstrate an ability to



- Identify an ethical dilemma in a business situation
- Identify relevant stakeholders
- Assess potential consequences to the stakeholders
- Recognize the importance of making ethical decisions

In this class, you will demonstrate:

- **Communication** by generating written reports and making oral presentations.
- **Knowledge** by understanding product and brand management concepts.
- **Integration** by gathering information from various sources to make business decisions.
- **Technology** by using technology effectively in learning and teamwork.
- **Ethics** by completing assignments to recommend solutions to a business problem.

Course Schedule

Week	Date	Topic	Assigned Readings
1	Jan. 6	Welcome & Introductions <i>In-Class 1: Meet & Greet</i>	-
	Jan. 8	PART 1 Introduction to Brand Management	Ch. 1
2	Jan. 13	<i>In-Class 2: Brand Scavenger Hunt</i> <i>Quiz 1 Due at 11:59 pm</i>	-
	Jan. 15	CBBE & Brand Positioning <i>Team Agreement Due at 11:59 pm</i>	Ch. 2
3	Jan. 20	☞ Client Check-In 1 CBBE & Brand Positioning (continued)	Ch. 2
	Jan. 22	Brand Resonance & Brand Value Chain	Ch. 3
4	Jan. 27	Exam 1 Check-In <i>Quiz 2 Due at 11:59 pm</i>	Ch. 1, 2, 3
	Jan. 29	PART 2 Brand Equity Measurement & Management	Ch. 9
5	Feb. 3	Brand Architecture	Ch. 12
	Feb. 5	Brand Elements to Build Brand Equity	Ch. 4
6	Feb. 10	<i>In-Class 3: Brand on the Map</i>	-
	Feb. 12	Team Workday: BAP 1 Due at 11:59 pm	-
7	Feb. 17	Exam 2 Check-In <i>Quiz 3 Due at 11:59 pm</i>	Ch. 4, 9, 12
	Feb. 19	PART 3 Marketing Programs to Build Brand Equity	Ch. 5
8	Feb. 24	IMC to Build Brand Equity	Ch. 6
	Feb. 26	<i>In-Class 4: Brand Scavenger Hunt with IMC</i>	
9	Mar. 1 - 8	Spring Break – No Class 😊	
10	Mar. 10	☞ Client Check-In 2 Secondary Brand Associations	Ch. 8
	Mar. 12	Secondary Brand Associations (continued)	Ch. 8
11	Mar. 17	Exam 3 Check-In <i>Quiz 4 Due at 11:59 pm</i>	Ch. 5, 6, 8
	Mar. 19	PART 4 Brand Extensions	Ch. 13
12	Mar. 24	<i>In-Class 5: Brand X</i>	-
	Mar. 26	Managing Brands Over Time	Ch. 14
13	Mar. 31	Managing Brands Over Time (continued)	Ch. 14
	Apr. 2	Team Workday: BAP 2 Due at 11:59 pm	-
14	Apr. 7	Global Branding	Ch. 15
	Apr. 9	Team Workday: BAP Presentation Jumpstart	-
15	Apr. 14	Exam 4 Check-In (exam in Finals Week) <i>Quiz 5 Due at 11:59 pm</i>	Ch. 13, 14, 15

Week	Date	Topic	Assigned Readings
	Apr. 16	Team Workday: <i>BAP Presentation Drawing</i>	-
16 (Last Week!)	Apr. 21	<i>BAP Presentation Due at 11:00 am</i>  Brand Pitch Day 1	-
	Apr. 23	 Brand Pitch Day 2	-
Finals Week (Yay!)	Apr. 28 - May 1	Exam 4 (Final)	Ch. 13, 14, 15

Note: This syllabus is subject to revisions at any time during the semester.