

Brand Management

ADMS 4285

S1 2024

Course Information

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Office Hours & Location: Online, By Appointment

Delivery Mode
Asynchronous, Online

Course Description

Brand equity stands as a critical asset for high-performing organizations. Effective brand-building and adept brand management directly impact financial outcomes, consumer loyalty, and the ability to stay ahead of the competition. This course offers students valuable insights into crafting profitable brand strategies and understanding their implications for brand management professionals. By blending marketing theory with practical applications, we explore the dynamic interplay between marketing and the brand management function.

Course Learning Objectives

- In this course, students will understand key branding issues. They will explore the fundamental challenges and opportunities associated with building and maintaining brands. They will gain insights into the impact of brand equity on organizational success.
- Students will apply brand strategy elements to learn how to craft effective brand strategies, evaluate strategic options for brand development, and recognize Marketing's pivotal role in shaping brand decisions.
- Students will reflect on their own personal brands in relation to their own consumption experiences.

Course Expectations

Professionalism is key in this class. All students/faculty are expected to be actively engaged, participate in learning, and any activities.

Course Evaluation

Assessment	Weight %
Brand Audit Group Presentation	50%
Personal Brand Reflection	30%
Final Exam	20%
	100%

Late Work Policy

All assignment submitted late will be subjected to deductions of 20% per calendar day (including Saturday and Sunday) and will not be accepted after three calendar days at which point a grade of 0 will be assigned. A late group project will result in deductions to all group members, no matter who is at fault.

Missed Tests and Exams

If you miss the final exam for reasons acceptable by the school policies, the makeup final exam will be held as per school policies in place, and its date will be announced accordingly through the school office.

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

GRADE	GRADE POINT	PERCENT RANGE	DESCRIPTION
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good

B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Required Course Materials

Strategic Brand Management: Building, Measuring, and Managing Brand Equity – Fifth Edition – Kevin Lane Keller and Vanitha Swaminathan

Course Schedule

Wk. #1	Week of	Readings and Activities	Assessment Due Dates
1	May 6	Course Introduction Chapter 1 – Brands and Brand Management Chapter 2 – Customer Based Brand Equity and Positioning Chapter 3 – Brand Resonance and Brand Value Chain	

2	May 13	<p>Chapter 4 – Choosing Brand Elements to Build Brand Equity</p> <p>Chapter 5 – Designing Marketing Programs to Build Brand Equity</p> <p>Chapter 6 – Integrating Marketing Communications to Build Brand Equity</p>	<p>Personal Brand Reflection DUE: Fri May 17 at 11:59 PM to eClass</p>
3	May 20	<p>Chapter 7 – Branding in the Digital Era</p> <p>Chapter 8 – Leveraging Secondary Brand Associations to Build Brand Equity</p>	
4	May 27	<p>Chapter 9 – Developing Brand Equity Measurement and Management System</p> <p>Chapter 10 – Measuring Sources of Brand Equity: Capturing Customer Mindset</p> <p>Chapter 11 – Measuring Outcomes of Brand Equity: Capturing Market Performance</p>	
5	June 3	<p>Chapter 12 – Designing and Implementing Brand Architecture Strategies</p> <p>Chapter 13 – Introducing and Naming New Products and Brand Extensions</p>	<p>Brand Audit Group Presentation DUE: Thursday June 5 at 11:59 PM to eClass</p>
6	June 10		<p>Final Exam DUE: Thursday June 12 at 11:59 PM to eClass</p>

Course Policies

All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Please also review the following course policies:

Academic Integrity

In this course, we strive to maintain academic honesty to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing [SPARK's Academic Integrity module](#) at the beginning of the course. Breaches of academic honesty range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate University authorities and can be punishable according to the [Senate Policy on Academic Honesty](#).

Previously submitted assignments will not be accepted.

Students must produce and submit original work. Submissions cannot include more than 10% quoted material. Critical thinking and analysis must be evident to support information that is quoted and presented.

All research used should be cited 'in text' as well as in the works cited section of the assignment. The choice of citation style is up to students; however, this style should be consistent throughout the assignment. Citation support is available here:

- [SPARK Student Papers & Academic Research Kit](#)
- [Chicago Style Overview, YorkU Libraries](#)
- [MLA Style Overview, YorkU Libraries](#)
- [APA Style Overview, YorkU Libraries](#)
- [Drop-in Research Support, YorkU Libraries](#)
- [Writing Centre](#)

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are

described on the Turnitin.com website. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with [Student Accessibility Services](#) to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student](#)

[Rights and Responsibilities](#), the [Senate Policy on Academic Honesty](#), and/or legal consequences for copyright violations.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on [Disruptive and/or Harassing Behaviour in Academic Situations](#), the [Student Conduct and Responsibilities](#), and the [Code of Student Rights & Responsibilities](#).

Netiquette for eClass

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the [Code of Student Rights and Responsibilities](#). Please review and familiarize yourself with behaviours that support “netiquette” in virtual classrooms by consulting the [Guide to Netiquette](#) and [Student Guide to eLearning](#).

Health and Safety

All York students and instructors share responsibility for the safety and well-being of the community while on York's campuses. Please continue to check [YUBetter Together](#) for info.

Student Supports and Services Health and Safety

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.

- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).

Personal Brand Reflection

Objective:

The primary objective of this assignment is to facilitate students in understanding the concept of personal branding through a critical reflection on their own brand preferences and experiences. By analyzing their chosen brands and identifying the intangible aspects that resonate with them, students will develop insights into the importance of brand personality and positioning.

Assignment Outline:

Introduction to Personal Branding:

- Brief overview of personal branding and its significance in contemporary marketing contexts.
- Explanation of the role of brand preferences and experiences in shaping individual identities.

Selection of Personal Brand:

- Students will choose two brands/products that they feel **strongly** about.
- These brands could be from any industry (e.g., technology, fashion, food, entertainment, or any other).
- Select brands that you commonly use or interact with and for which you have a genuine affinity.

Brand Reflection:

- Introduction to the Brands:
 - Brief overview of the brand, its products/services, and its market positioning.
- Personal Connection:
 - Personal experiences and reasons for choosing the brand.
- Intangible Elements:
 - Analysis of intangible aspects such as brand personality, brand promise, brand experience, and emotional appeal.
- Comparison with Competitors:
 - Comparison with a direct competitor (if applicable) to highlight points of differentiation and similarities.
- Brand Positioning:
 - Evaluation of how the brand is positioned in the market and its target segment.
- Loyalty and Future Intentions:
 - Reflection on loyalty towards the brand and future intentions to continue using it.

Submission Guidelines:

- Reflection length: 5 pages maximum, double spaced, Times New Roman, Font size 12
- Submit to two dropboxes in eClass
 - The assignment dropbox
 - The Turnitin assignment dropbox
- Your reflection should mix research, theory, and personal experiences. The goal is to explore, at a **deep** level, your own connection with brands, your personal brand, and your self.
- What is reflection?
 - A reflection is a thoughtful and introspective process that involves examining and exploring one's thoughts, feelings, and experiences. It goes beyond a mere recounting of events; instead, it delves into the meaning and significance of those events.
 - In a reflective piece of writing, individuals engage in a critical analysis of their experiences, contemplating not only what happened but also why it happened and how it has impacted them.
 - This form of expression encourages self-awareness, personal growth, and a deeper understanding of oneself and the world.
 - A well-crafted reflection allows the writer to connect the dots between their experiences and emotions, fostering a richer and more nuanced understanding of the subject matter.
 - It is a tool for learning, self-discovery, and the development of insights that can contribute to both personal and academic growth.
 - Example of a Poor Reflection
 - In class today, we talked about stuff. It was boring, but I guess it's important. I didn't really get it, but whatever. I think it's dumb that we have to do these reflections. I mean, who cares? It's just a waste of time.
 - Example of Strong and Deep Reflection:
 - During today's class discussion, we explored a range of complex concepts that initially seemed challenging to grasp. Although I found some aspects a bit challenging, I realize the importance of delving into these topics for a more comprehensive understanding. While the material may have initially appeared tedious, I recognize that it forms a crucial foundation for our learning journey. The process of reflection, which I once perceived as a mere requirement, has become a valuable tool for synthesizing my thoughts and gaining deeper insights. I now understand that the ability to critically engage with the subject matter

not only enhances my intellectual growth but also contributes to a more meaningful and fulfilling educational experience. I am committed to approaching future discussions with a more open mind, recognizing the intrinsic value of these reflective exercises in my personal and academic development.

Exemplar Assignment Assessed a Grade of A-:

Starbucks

I do not drink coffee...nor do I drink iced beverages. I drink tea. Starbucks carries, what I believe, is the best line of prepackaged teas anywhere in the world. Tazo teas can be purchased in any grocery store in Canada so this leads me to believe that I do not only go into Starbucks for the product, I am in search of intangibles that fulfill my needs as well.

When I walk into Starbucks, I smile when I hear Norah Jones playing in the background, business people sitting in suits signing contracts, servers (baristas) yelling drink names in language far from English, and customers happily waiting in long lines for the chance to pick up the drink of the choice that is made right in front of them by expert drink makers. These are all intangibles elements that make Starbucks' brand different from the competitors. This is how the organization has been able to create brand equity. The product performance is a given in the eyes of the customers; the product has to taste good. It is the performance though that makes Starbucks stick out. This is the brand's promise. The promise to give quality products, which of course are produced in sustainable manners, within an environment that is calm, relaxing, pretentious and is not inclusive.

Just as humans each have their own personalities so too does Starbucks. The organization's personality consists of being high class, sophisticated and competent in terms of product knowledge. The sincerity of it all is witnessed through Starbucks' commitment to bring the best coffee beans into their stores, playing music that people want to listen to and keeping their washrooms cleaner than the competition. This personality is one factor that draws people. In fact, I believe that individuals with similar personalities to Starbucks are enticed to become customers. I believe this is a large reason why I am a customer.

In the Canadian market, Tim Horton's is the major competitor in this industry. Horton's is positioned as the quick, convenient and low-cost alternative. This is the polar opposite of Starbucks. Both organizations are in the same category, based on their points of parity. In order to be in that category you need to service hot and cold beverages with an accompanying sidekick to the drink. What makes them different is vast. Tim Horton's beverages are monotonous and are all 'one size fits all.' Starbucks on the other hand has many different types of products, with different names, from

different countries and presumably with different tastes. Accompanying products at Tim Horton's include classics such as muffins and donuts while at Starbucks you would purchase a far posher substitute such as a chocolate covered pretzel drizzled with caramel or a lemon poppy seed loaf. What distinguishes the two companies from one another are the intangibles. At Tim Horton's the experience is meant to be fast, no hassle, in-and-out and for any person who wants it. At Starbucks, you are expected to spend more than five minutes in the store getting your beverage and then spend some time reading the paper in one of the over-priced leather banquettes. Tim Horton's makes you feel wholesome when you purchase their products, almost like an elder is serving you (as seen on most of their commercials) while at Starbucks you are king and the beverage will be made up to your standards. If you do not like it, send it back and a fresh drink will be made for you within minutes.

I will admit that I do purchase Tim Horton's tea from time-to-time. This is out of necessity since X university does not sell Starbucks on campus. I am loyal to Starbucks because of one simple thing: I love the experience. I like the pretentiousness of the baristas and for some reason; I do enjoy overpaying for my drink because it allows me to feel like I am achieving the financial success that I came to the School of Business to achieve. I want to sit down for hours and mark my students' exams over a cup of tea and I enjoy listening to Ray Charles while doing so. Starbucks is me! I am calm, want to take my time and I love jazz music...that is why I continue to go there and love every second of it!

Starbucks is positioned in the market as the high-priced and high-experience alternative. In order for Starbucks to sustain this competitive advantage, it is imperative that they stick to this strategy. As of late, Starbucks has been introducing initiatives that do not fit into their corporate strategy and thus not fulfilling their brand promise. Drive-thru's do not create the slow and relaxing experience that an in-store visit would. Donuts are not products that resonate in the high-priced range or at least calling them donuts is incorrect...maybe Beignets would have been better. Instant coffee cannot be made by a barista and is fast. This is not the experience loyal Starbucks clients are looking for. Store expansion has also recently taken place. From my home, I can walk around the area in twenty minutes and visit six different locations. The exclusivity of the brand is being weakened and the customers' feeling of being part of a unique group of individuals who were given the right to enjoy the Starbucks experience is closing into extinction. Come on Starbucks...its time to wake up and smell the Venti Brazil Ipanema Coffee Blend. There is only one way for Starbucks to survive... go back to your main strategy. If the organization wants to change anything, simply add a few more couches and purchase a few more tracks of Ella Fitzgerald's classics.

Apple Computers

My name is X and I am a loud and proud Apple user! I got my first Apple product, an iPod, two years ago. I purchased a MacBook six months ago. I will be honest with you...I have no idea about whether or not the technology behind these products is good or not. What I do know is: they look good, it feels good to hold them in my hand or take them out of my bag and I sure as hell get jealous looks from observers when I use the products. Do I love this? Hell yes. Will I continue using the products once I need replacements? No Doubt! Apple has been able to create one of the world's strongest brands through the creation of brand equity.

Apple promises to be a reliable product, one that is functional, meets customer's needs and overall cool. Every aspect of the Apple experience meets all of these promises. When you purchase products, you go into the Apple store where representatives are friendly, informative and willing to give up hours of their time to helping you choose the best products. There is no pushing to purchase just a lot of great customer service. Mass marketing utilizes young adults to represent the age of people they are targeting, bright colours to grab attention, catchy tunes to remind people of the product every time they hear the song on the radio and a lot of smiling to show how fun it truly is to have an Apple product. Overall there is a general feeling that if you are part of the 'Apple Group' you will be one of the cool kids we all remember from our high school days. All of this is part of the brand promise and experience that Apple conveys to its customers. As a proud Apple owner, I do feel that they come through with their promise.

Apple is positioned in the high-priced and high experience (cool) target segment. Individuals are willing to pay the extra price, whether it makes any functional sense or not, in order to be part of the 'cool' group.' This positioning strategy has allowed Apple to rise from being simply the company that supplied your elementary school with cheap computers to one of the highest growing technology firms in the world. I do believe that Apple has remained on point with their strategy. Any new products are carefully researched and are only intended to meet a need that consumers have. In fact, no new products have been released in years rather; Apple innovates current products and gives them a small twist to meet consumer needs. I am typing this report from a silver MacBook. This colour is a new one for the organization and I would guess they chose it to target males as it looks like a solid piece of metal, just like Pepsi did with their new packaging for Diet Coke.

A large part of creating brand equity occurs as a result of the brand feelings associated with the product/organization. Apple customers feel secure in their purchase. Many customers, including me, do not know the technological specifications of the product but what we do know is that if I have any questions or any issues with my product, I can simply walk into any of the stores and someone will be more than happy to solve the problem with a large smile on their face. Apple does not only feel socially acceptable by using the product, but they feel a sense of pride. In fact many feel as part of an elite group of people who use the product. Using the product also

instigates feelings of warmth; playfulness and you do feel like that as a user you are experiencing something special and out of the ordinary. All of these aspects contribute to the brand personality and the growth of brand equity.

Are you a PC or a Mac? This has been one of the most successful mass-media campaigns in history and it truly does illustrate the major differences between the two types of products. PCs are positioned as your everyday, normal, nothing out of the ordinary, does what you need to do type of computer. There is nothing about it that truly sticks out. No real differentiating factor is seen in these types of computers. Truth be told, PCs are still seen in most homes and offices around the world but this occurred because they had good technology and were first to truly take hold of their technology and market to the world. In looking at points of parity between Macs and PCs, they both offer technological products however the points of difference truly are immense. PCs provide a supply chain value that Macs currently cannot. The distribution channels are and have been set-up for years and are globally known. The experience aspect of PCs does not really exist or at least does not resonate with me. When I come home to X city and turn on our family PC, I do not get a warm feeling as I do when I turn on my Mac. My Mac is so much more than a computer; it is a part of my life, a part of my identity, and a part of my social class. PCs are just there to type up my assignments and check my email as fast as I can.

Starbucks and Apple...two brands that truly define who I am. The common link between the two is the experience that is made when using the products. I am a case study of the importance of intangibles when communicating brand effectively. You can no longer say that your product functions well, that is a given...you need to give your consumers so much more than that to be successful in the short term and sustainable in the long run.

Rubric Available Via eClass.

Brand Audit Group Presentation

In this brand audit assignment, students will conduct a thorough examination of a chosen brand, developing a comprehensive brand inventory and exploratory analysis. Drawing insights from consumer perceptions and the competitive landscape, students will formulate strategic and tactical recommendations to optimize the brand's market presence and drive growth.

Please leverage the Sample Brand Audit found in your textbook – Brand Focus 9.0: Sample Rolex Brand Audit – Pages 322 to 328

Assignment Requirements:

Introduction

- Provide an overview of the brand audit purpose and its significance in brand management.
- Briefly introduce the brand selected for the audit.
- Outline the structure and key sections of the brand audit report.

Brand Inventory

- History
 - Trace the brand's history, including its origins, key milestones, and significant events.
 - Discuss how the brand's history has shaped its identity and market position.
- Ownership Structure
 - Identify the current owner(s) of the brand.
 - Describe the ownership structure, including any parent companies or subsidiaries.
- Brand Portfolio
 - Provide an overview of the brand's product portfolio.
 - Describe any sub-brands or extensions within the brand portfolio.
- Brand Elements
 - Analyze the brand's elements, including its name, logo, tagline, and visual identity.
 - Assess the effectiveness of these elements in communicating the brand's identity and values.
- Product
 - Evaluate the brand's product offerings, including features, quality, and innovation.

- Discuss how the product portfolio aligns with the brand's positioning and target market.
- Pricing
 - Analyze the brand's pricing strategy, including pricing levels and tactics.
 - Assess how pricing contributes to the brand's perceived value and competitive position.
- Distribution
 - Examine the brand's distribution channels and reach.
 - Evaluate the effectiveness of the distribution strategy in reaching target customers and maximizing availability.
- Communication
 - Assess the brand's communication strategy, including advertising, promotions, and public relations.
 - Analyze how the brand communicates its key messages and engages with its audience.

Brand Exploratory

- Consumer Knowledge
 - Explore consumers' perceptions, attitudes, and preferences towards the brand.
 - Gather insights from market research, surveys, and consumer feedback.
- Brand Resonance Pyramid
 - Develop a Brand Resonance Pyramid.
 - Evaluate the brand's level of resonance with consumers, including awareness, association, attachment, and loyalty.
 - Identify strengths and areas for improvement in building deeper connections with consumers.
- Competitive Analysis
 - Analyze the brand's competitive landscape, including key competitors and their strengths and weaknesses.
 - Identify opportunities and threats posed by competitors to the brand's market position.

Strategic and Tactical Recommendations

- Points of Parity
 - Identify key points of parity with competitors, where the brand needs to match industry standards.
 - Recommend strategies to strengthen points of parity and prevent competitive disadvantage.
- Points of Difference

- Highlight the brand's unique points of difference and competitive advantages.
- Recommend strategies to leverage and reinforce these points of difference to differentiate the brand in the market.
- Tactical Recommendations
 - Provide actionable recommendations for improving specific aspects of the brand's marketing mix, such as product, pricing, distribution, and communication.
 - Prioritize recommendations based on their potential impact and feasibility of implementation.

Submission Guidelines:

Presentation:

- Develop a 15-minute presentation showcasing your brand audit and recommendations.
- Utilize visuals such as slides, charts, graphs, and multimedia elements to enhance your presentation.

Recording Your Presentation:

- Record your presentation
 - Some Ideas: Screen record a Teams Call or Zoom Meeting.
 - If you have any other creative ideas that fit your team and the selected brand, please do that.
- Students are highly encouraged to turn on their cameras during the presentation. This fosters engagement and facilitates a conducive learning environment.
- Ensure that your recording is of sufficient quality and clarity for easy comprehension.

Submission:

- Upload your Video or a link to your video to the appropriate dropbox in eClass.

Rubric Available Via eClass.

Final Exam

Exam Questions:

1. Evaluate the Impact of Package or Product Design on Brand Equity:
 - a. Select a package or product design from any store. Assess how it contributes to the overall brand equity. Leverage any and all theory learned in class to justify your assessment.
2. Analyze Co-Branding or Joint Promotion Strategies:
 - a. Identify a brand that is currently involved in co-branding or joint promotion with another brand. Explore the strategic basis for this relationship. Consider how the fit between these brands benefits both parties in their joint efforts. Leverage any and all theory learned in class to justify your assessment.

Submission Guidelines:

- Assignment Length: 5 pages maximum, double spaced, Times New Roman, Font size 12
- Submit to two dropboxes in eClass
 - The assignment dropbox
 - The Turnitin assignment dropbox