California State University Channel Islands

NEW COURSE PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of that fall semester for the next catalog (2015-16) production.

Use YELLOWED areas to enter data.

DATE (Change if modified and redate file with current date))
PROGRAM AREA(S)

MARKETING

١_	Course	Information.	[Follow]	accepted	catalog	format. l	1

Prefix(es) (Add additional prefixes if cross-listed) and Course No. 415

Repeatability:

Title: BRAND MANAGEMENT **Units:** 3 X Prerequisites MKT 310 and MKT 320

Corequisites

Grading Scheme:

Consent of Instructor Required for Enrollment

Catalog Description (Do not use any symbols): Defines, develops, and applies tactics and strategies in brand management through a systematic model and process. Focuses on the concept of brand equity and its creation and growth through brand positioning, marketing programs, measurement of brand performance and strategies to sustain and build over time.

Course Level Information:

X A-F Grades		-	for a maximum of	X	Undergraduate		
Credit/No Credit Optional (Student C	To	nits otal Completion Multiple En	ns Allowed rollment in Same Ser		ost-Baccalaureate/Credential Graduate		
Mode of Instruction/Components (Hours per Unit are determined by CSU policy).							
		Hours per	Default Section Size	Graded Component	CS & HEGIS # (Filled in by the Provost's		
	Units	Unit		1	Office)		
Lecture	3	1	35				
Seminar		1					
Laboratory		3					
Activity		2					
Field							
Studies							
Indep Study							
Other Blank							

Leave the following hours per week areas blank. The hours per week will be filled out for you.

hours lecture per week

2. Course Attributes:

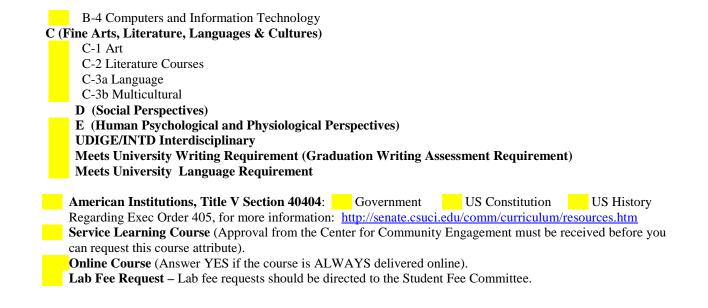
General Education Categories: All courses with GE category notations must be submitted to the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- **B-1 Physical Sciences**
- B-2 Life Sciences Biology
- B-3 Mathematics Mathematics and Applications



- 3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)
 - A. Justification:
 - Brand management is an area which brings many disciplines, such as Psychology, Design, Communications and Business. Hence it is offered in many universities.
 - In the job market, there also seems to be a demand for business school graduates who can understand branding elements and techniques.
 - B. Degree Requirement:

 Requirement for the Major/Minor

 X Elective for the Major/Minor

 X Free Elective

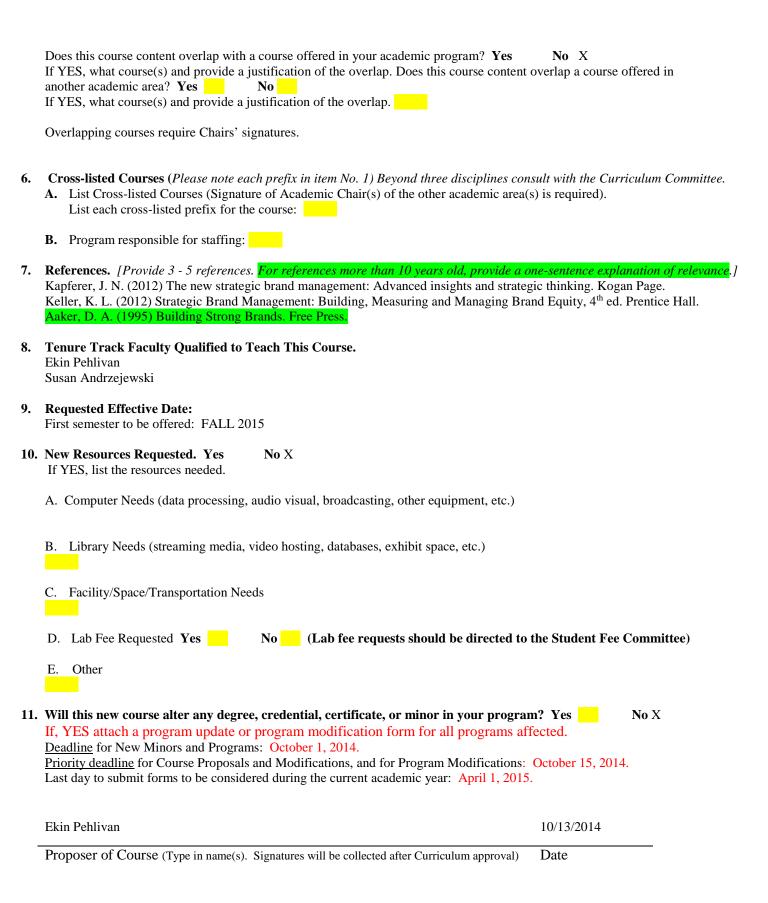
 Requirement for the Major/Minor

 X Free Elective
- 4. Student Learning Outcomes. List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy:

<u>http://senate.csuci.edu/comm/curriculum/resources.htm</u>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

- 1. Define and apply the terminology, concepts and activities of brand management
- 2. Explain the brand equity concept, including the general steps we can take to create and grow the brand's value
- 3. Identify & establish the values & positioning of a brand
- 4. Plan & implement brand marketing programs
- 5. Measure & interpret the performance of a brand
- 6. Explain how brands grow & sustain brand equity over the long-term
- **5.** Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]
 - I. Strategic Branding
 - II. Customer based brand equity
- III. Brand Promise
- IV. Brand Positioning
- V. Brand Elements
- VI. Marketing Programs and Brand Communications
- VII. Measuring the Brand



Approval Sheet

Course Prefix and number:				
	CALIFOA	Drofiv and	numbor	

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair			
	Signature	Date	
Program Chair			
	Signature	Date	
Program Chair			
	Signature	Date	
General Education Chair			
	Signature	Date	
Center for International Affairs Director			
	Signature	Date	
Center for Integrative Studies Director			
	Signature	Date	
Center for Multicultural Engagement Director			
	Signature	Date	
Center for Civic Engagement Director			
	Signature	Date	
Curriculum Chair			
	Signature	Date	
AVP			
	Signature	Date	