

**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*) **10/13/2014**

PROGRAM AREA(S) **MARKETING**

**1. Course Information.** *[Follow accepted catalog format.]*

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

**Title:** BRAND MANAGEMENT **Units:** 3

X Prerequisites MKT 310 and MKT 320

☐ Corequisites

☐ 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.

**Grading Scheme:**

☒ A-F Grades

☐ Credit/No Credit

☐ Optional (Student Choice)

**Repeatability:**

☐ Repeatable for a maximum of  units

Total Completions Allowed

☐ Multiple Enrollment in Same Semester

**Course Level Information:**

☒ Undergraduate

☐ Post-Baccalaureate/Credential Graduate

**Mode of Instruction/Components** (*Hours per Unit are determined by CSU policy*).

	Units	Hours per Unit	Default Section Size	Graded Component	CS & HEGIS # (Filled in by the Provost's Office)
Lecture	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text" value="35"/>	<input type="checkbox"/>	
Seminar	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="checkbox"/>	
Laboratory	<input type="text"/>	<input type="text" value="3"/>	<input type="text"/>	<input type="checkbox"/>	
Activity	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="checkbox"/>	
Field Studies	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	
Indep Study	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	
Other Blank	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	

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

hours **lecture** per week

hours  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

☐ B-4 Computers and Information Technology  
**C (Fine Arts, Literature, Languages & Cultures)**

☐ C-1 Art  
☐ C-2 Literature Courses  
☐ C-3a Language  
☐ C-3b Multicultural

**D (Social Perspectives)**

☐ **E (Human Psychological and Physiological Perspectives)**

☐ **UDIGE/INTD Interdisciplinary**

☐ **Meets University Writing Requirement (Graduation Writing Assessment Requirement)**

☐ **Meets University Language Requirement**

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History

Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

☐ **Lab Fee Request** – Lab fee requests should be directed to the Student Fee Committee.

**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

**Note: Submit Program Modification if this course changes your program.**

**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: <http://senate.csuci.edu/comm/curriculum/resources.htm>. 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

Does this course content overlap with a course offered in your academic program? **Yes** ☐ **No** ☒

If YES, what course(s) and provide a justification of the overlap. Does this course content overlap a course offered in another academic area? **Yes** ☐ **No** ☐

If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

**6. Cross-listed Courses** (Please note each prefix in item No. 1) Beyond three disciplines consult with the Curriculum Committee.

**A.** List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course:

**B.** Program responsible for staffing:

**7. References.** [Provide 3 - 5 references. *For references more than 10 years old, provide a one-sentence explanation of relevance.*]

Kapferer, J. N. (2012) The new strategic brand management: Advanced insights and strategic thinking. Kogan Page.

Keller, K. L. (2012) Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4<sup>th</sup> ed. Prentice Hall.

Aaker, D. A. (1995) Building Strong Brands. Free Press.

**8. Tenure Track Faculty Qualified to Teach This Course.**

Ekin Pehlivan

Susan Andrzejewski

**9. Requested Effective Date:**

First semester to be offered: FALL 2015

**10. New Resources Requested.** **Yes** ☐ **No** ☒

If YES, list the resources needed.

**A.** Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

**B.** Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

**C.** Facility/Space/Transportation Needs

**D.** Lab Fee Requested **Yes** ☐ **No** ☐ (Lab fee requests should be directed to the Student Fee Committee)

**E.** Other

**11. Will this new course alter any degree, credential, certificate, or minor in your program?** **Yes** ☐ **No** ☒

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2014.**

Priority deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2014.**

Last day to submit forms to be considered during the current academic year: **April 1, 2015.**

Ekin Pehlivan

10/13/2014

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Proposer of Course (Type in name(s). Signatures will be collected after Curriculum approval) Date

# Approval Sheet

**Course Prefix and number:**           

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