

Texas A&M University Central Texas
Course Syllabus (Fall 2020)
MKTG 5312-110, 80368, Brand Management

COURSE DATES, MODALITY, AND LOCATION

Date: Aug 24 – Dec 11

Modality: This course is a hybrid course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com/login/ldap>]. Students will access all course materials, assignments, exams, student-instructor/student-student communication, and resource links via the Canvas website.

Location: Founder's Hall 119A. See the course calendar in page 11 of this syllabus to know the dates for face-to-face meetings in this location.

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Utsav Shenava

Office: Founder's Hall 217-G

Email: ushenava@tamuct.edu (preferred) or Canvas Inbox

Office Hours: Online by appointment. Email me to set up a virtual appointment. The meeting will be held on WebEx. You will need to schedule the meeting at least 24 hours before the requested date.

Student-Instructor Interaction: I check my emails daily and you can expect me to reply to your emails within 24-48 hours unless there is some emergency. Please do not wait till the last minute to email me regarding tests or assignments in the course.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

COVID-19 SAFETY MEASURES

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions,

transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

- Self-monitoring—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.
- Face Coverings— Face coverings must be worn inside of buildings and within 50 feet of building entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case by case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.
 - o If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day’s class remotely for all students.
- Physical Distancing—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.
- Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

COURSE INFORMATION

Course Overview and description

Learn branding, what it is, how it works, how it acquires and maintains economic and non-economic value. Explore the origins, power, theory, meaning, relevance and practice of brands, brand development, brand metrics and brand management through an experiential learning approach.

Course Objectives

The emphasis in this course is *experiential learning*. Students should attempt to actively attempt to learn through doing rather than passively being “taught.”

Specifically, you will have the opportunity to learn to:

1. Explain the significance of brands and branding. (assessed by tests, branding application discussion and case analyses)
2. Explain how brands work from a consumer behavior perspective. (assessed by tests, branding application discussion, current event presentation, and brand inventory part of the project)

3. Apply the frameworks related to brand building and management to analyze real-world situations. (assessed by tests, branding application discussion, case analyses, current event presentation and brand audit project)
4. Evaluate and diagnose brand health and brand problems. (assessed by tests, current event presentation, case analyses and brand audit project)
5. Conduct original marketing research to reveal consumer perceptions of the brand. (assessed by tests and brand exploratory part of the project)

The module level learning objectives will be available in Canvas at the start of each module. In pursuit of the course objectives, a number of teaching approaches are used, including lectures, cases, class exercises, current event presentations, a class project, and exams. Please carefully review the syllabus including the course schedule, consider your work schedules and other obligations, and decide if this is the right course for you this semester. You must understand that once you decide to continue enrolled in this course, you are committed to your team members and their success in this course depends on your efforts.

Because of the course's experiential learning format, this course also reinforces many of the core educational values of the TAMUCT College of Business, including:

- Developing critical thinking/problem solving skills.
- Improving written and oral communication skills.
- Building teamwork and interpersonal skills.

Required Textbook

Strategic Brand Management, 4th Edition (ISBN: 9780132664257)

By Kevin Lane Keller

Publisher: Pearson

Course Prerequisites:

Students should have taken MKTG 3301 (Marketing) before taking this course.

COURSE REQUIREMENTS

Tests (200 points):

There will be two non-cumulative tests during the semester (**100 points per exam**). The tests will evaluate your understanding of the concepts discussed in the textbook. You are encouraged to study in groups for the tests. You are recommended to do this over the internet since we are still amidst the pandemic.

Tests must be taken in class during the scheduled class period. If you must miss an exam for a documented, university-approved reason, contact me at least 24 hours before the test to make other arrangements. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed, and you will receive a grade of “0” for the test.

All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require

documentation.) **Merely informing me of the reasons is not enough; documentation (e.g., doctor's notes) must be provided.**

Brand Audit (200 points):

The brand audit project is an important part of the course (150 points in total). In groups (consisting of **2 to 3 students at the most**), you will conduct an in-depth examination of a major brand. Each team will study a different brand –brands are assigned on a “first come, first serve” basis. The goal of the brand audit is to assess brand health, sources of brand equity, and to suggest ways to improve and leverage that brand equity.

The audit will include both a write-up and a presentation. The write-up will be a detailed account of your brand, its history (development & extensions), competitors (POS & POD), architecture, logos, symbols and other associated brand livery, image & identity, spokespersons, placement, performance, description of the research you conduct + your findings, and, recommendations.

Your brand audit presentation should be a compelling PowerPoint arrangement of the most interesting material from your paper, touching, **at a minimum**, on:

1. Current Branding Program or Brand Inventory (60 pts). A full description of the firm's current brands, brand hierarchy, brand portfolio, brand alliances, the brand's current positioning in relation to competitors' brands (e.g., POS & POD), and how branding is reflected/addressed in each of the marketing mix elements.
2. Original Marketing Research (Brand Exploratory and Descriptive) (60 pts). In this part of the brand audit, you will conduct exploratory and descriptive research to construct the knowledge structure depicting the most common associations consumers have with the brand. Monitoring Twitter comments on your brand is required.
3. Recommendations (40 pts). Your final task is to make recommendations on how to improve and managed the brand more effectively.

All three components described above are delivered/submitted at the end of the semester.

NOTE: Given the course nature, it is best to submit all three components at the end of the semester. However, there are some project check points throughout the semester to make sure you are on the right track. ***Detailed instructions and materials for each component will be provided separately at a later date.***

A **40-point peer evaluation (a significant portion of your project grade)** will be collected at the end of the semester to evaluate the quality of each student's contribution to his or her team's project.

One of the most common soft skills sought out by employers today is teamwork skill. In the real business world, you constantly work with others toward a common goal. In fact, good branding is usually if not always a group effort. Therefore, you will engage in a group project in this course.

Effective teamwork is always very difficult to achieve. Each team member is expected to do his/her fair share of work **and** good quality work on the project. You must discuss group

expectations for contribution and effort as you begin to work together, and that you address any conflicts that arise immediately. I will be happy to serve as a mediator in this process if needed.

Do not wait until the end of the semester and rely solely on the peer evaluations to resolve a problem. Ideally, any conflicts will be resolved to everyone's satisfaction before the peer evaluations are collected and thus no team member receives an extremely low peer evaluation. Please note that once you sign the **group contract**, you are committed to your teammates and their project grades depend on you.

Harvard Case Analyses (150 points):

You will analyze two Harvard cases on brand management during the semester. This is an individual assignment and each case analysis is worth 75 points. Detailed instructions and materials for each case will be provided at a later date.

You will answer a set of questions related to the case/topic and your answers must be typed, grammatically correct, organized, succinct, and clear. Formal language must be used. Appropriate (APA format) citation is required if applicable.

Your answers to the questions must be different from your classmate's answers because you should have different perspectives and interpretations. Paraphrasing another student's perspective that was not yours to begin with does **NOT** yield a "different" answer. All similar sets of answers (including the ones being paraphrased) will receive grades of zero (0) points for that entire assignment.

All case analyses must be submitted the day they are due. No late assignments will be accepted, unless you have a documented, university-approved reason. This means that documentation (e.g., doctor's notes) must be provided for me to consider your late submission. Please do *not* ask for exceptions, as this will not be fair to the rest of the class.

Current Event Presentation (50 points)

You will be making a presentation on a current event (usually an article from a newspaper or magazine, or sometimes an ad, promotional material, or actual new product). The presentation materials should be on a current topic (e.g., news stories that are one year old are not current). The presentation content should be relevant to the topic assigned to you.

Branding Application Discussion (50 points)

In this assignment, you will watch few videos posted on Canvas. For each video, you will find an article (i.e. from news, magazine or journal) related to the topic in the video. The article should be from a reputed source. You will then write in around 75-100 words how the article is relevant to the content in the video (word limit is per video). Students will also have to respond to three peer posts. There are two such discussion assignments in this course. Each assignment is worth 25 points.

Grading Points and Policies:

Brand Audit	200	points
Tests (2 @ 100 points each)	200	points
Harvard Case Analyses (2@ 50 points each)	150	points
Current Event Presentation	50	points
Branding Application Discussion (2@ 25 points each)	50	points
Total	650	points

Course grades will be assigned according to the following schedule:

90 % or higher	= A
80% - 89.9%	= B
70% - 79.9%	= C
60% - 69.9%	= D
Below 60%	= F

Posting of Grades: All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. Grades on exams will be made available within a week. Other assignment grades will be available within 2 weeks after the submission deadline.

Late Submissions: Late submission will not be allowed in this course unless you have a valid reason such as a medical emergency. You must communicate this information to the faculty at the soonest available time **PRIOR to or on the day of** the deadline. A request for deadline extension must be accompanied with a proof such as a doctor or hospital note in the case of medical emergency.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

Other Technology Support

For log-in problems, students should contact Help Desk Central

24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[[https://dynamicforms.ngwebsolutions.com/casAuthentication.aspx?InstID=eaed95b9-f2be-45f3-a37d-](https://dynamicforms.ngwebsolutions.com/casAuthentication.aspx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2Fform%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612)

[46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2Fform%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612](https://dynamicforms.ngwebsolutions.com/casAuthentication.aspx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2Fform%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612)].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course.

Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, working with others in an unauthorized manner, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be referred to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](#), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](#), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access

to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](#) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](#) [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors will return at the Tutoring Center in Warrior Hall, Suite 111 in the Fall 2020. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Writing Center

The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Fall 2020 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which

they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WCOOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

For Fall 2020, all reference service will be conducted virtually. Please go to our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index] to access our virtual reference help and our current hours.

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

Copyright Notice

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TENTATIVE COURSE OUTLINE AND CALENDAR

Course Calendar (Weeks highlighted in yellow indicate face-to-face meeting on Thursday class)

Week/Unit/Dates	Topics/Readings	Assignments
1. Aug 24-Aug 30	MODULE 1: Course Overview Opening Perspectives (Chapter 1)	<ul style="list-style-type: none"> ✓ Purchase Required Textbook ✓ Form Groups
2. Aug 31-Sep 6	MODULE 2: Opening Perspectives (Chapter 1)	<ul style="list-style-type: none"> ✓ DUE: Brand Audit Group Contract
3. Sep 7-Sep 13	MODULE 3: Theories of Brands and Branding (Chapter 2)	<ul style="list-style-type: none"> ✓ DUE: Brand Audit Brand Selection
4. Sep 14-Sep 20	MODULE 4: Brand Marketing Programs (Chapter 4)	<ul style="list-style-type: none"> ✓ DUE: Branding Application Discussion #1
5. Sep 21-Sep 27	MODULE 5: Brand Marketing Programs (Chapter 4 & 6)	<ul style="list-style-type: none"> ✓ Brand Audit Checkpoint #1 (Discuss brand inventory progress)
6. Sep 28-Oct 4	MODULE 6: Brand Marketing Programs (Chapter 6)	<ul style="list-style-type: none"> ✓ DUE: Case Analysis #1
7. Oct 5-Oct 11	MODULE 7: Brand Marketing Programs (Chapter 7)	<ul style="list-style-type: none"> ✓ Exam 1 (Chapters 1, 2, 4 and 6)
8. Oct 12-Oct 18	MODULE 8: Brand Inventory Presentation	<ul style="list-style-type: none"> ✓ Brand Audit Checkpoint #2 (In-class Presentation)

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Week/Unit/Dates	Topics/Readings	Assignments
9. Oct 19-Oct 25	MODULE 9: Measuring Brand Performance (Chapter 8 & 9)	✓ Brand Audit Evaluation Form
10. Oct 26-Nov 1	MODULE 10: Measuring Brand Performance (Chapter 8 & 9)	✓ Select Current Event Presentation Topic
11. Nov 2-Nov 8	MODULE 11: Growing Brand Equity (Chapter 11)	✓ DUE: Case Analysis #2
12. Nov 9-Nov 15	MODULE 12: Growing Brand Equity (Chapter 11)	✓ DUE: Branding Application Discussion #2
13. Nov 16-Nov 22	MODULE 13: Growing Brand Equity (Chapter 12)	✓ Brand Audit Checkpoint #3 (Discuss brand exploratory findings)
14. Nov 23-Nov 29	MODULE 14: Growing Brand Equity (Chapter 13 & 14)	✓ Current Event Presentation
15. Nov 30-Dec 6	MODULE 15: Growing Brand Equity (Chapter 13 and 14)	✓ Test 2 (Chapters 8, 9, 11 and 12)
16. Dec 7-Dec 11	MODULE 16: Brand Exploratory & Recommendation Presentation	<ul style="list-style-type: none"> ✓ DUE: Brand Audit Written Report ✓ In-class Presentation ✓ Brand Audit Evaluation Form

The professor reserves the right to make any changes to this schedule should circumstances change

Important University Dates

Date	Description
August 24, 2020	Classes Begin for Fall Semester
August 26, 2020	Deadline for Add, Drop, and Late Registration for 16-and First 8-Week Classes
August 31, 2020	Deadline to Drop First 8-week Classes with No Record
September 7, 2020	Labor Day (University Closed)
September 9, 2020	Deadline to drop 16-week Classes with No Record
October 1, 2020	Deadline for Teacher Education Program Applications
October 2, 2020	Deadline to Drop First 8-week Classes with a Quit (Q) or Withdraw (W)
October 15, 2020	Deadline for Clinical Teaching/Practicum Applications
October 16, 2020	Classes End for First 8-week Session
October 16, 2020	Deadline to Withdraw from University for First 8-Week Classes (WF)
October 19, 2020	Add, Drop, and Late Registration Begins for Second 8-Week Classes \$25 Fee assessed for late registrants
October 19, 2020	Classes Begin for Second 8-Week Session
October 19, 2020	Class Schedule Published for Spring Semester
October 20, 2020	Deadline for Faculty Submission of First 8-Week Class Final Grades (due by 3pm)
October 21, 2020	Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
October 26, 2020	Deadline to Drop Second 8-Week Classes with No Record
October 30, 2020	Deadline for Graduation Application for Fall Ceremony Participation
November 1, 2020	Deadline for GRE/GMAT Scores to Graduate School Office
November 2, 2020	Registration Opens for Spring Semester
November 6, 2020	Deadline to Drop 16-Week Classes with a Quit (Q) or Withdraw (W)
November 11, 2020	Veteran's Day (University Closed)
November 20, 2020	Deadline for Final Committee-Edited Theses Fall Semester with Committee Approval Signatures to Graduate School Office
Nov 26-27, 2020	Thanksgiving (University Closed)
November 27, 2020	Deadline to Drop Second 8-Week Classes with a Quit (Q) or Withdraw (W)
December 11, 2020	Deadline to Withdraw from University for 16- and Second 8-Week Classes
December 11, 2020	Fall Semester Ends
December 11, 2020	Deadline for Applications for Tuition Rebate for Fall Graduation (5pm)
December 11, 2020	Deadline for Fall Degree Conferral Applications to the Registrar's Office \$20 Late Application Fee
December 11, 2020	Fall Commencement Ceremony Bell County Expo 7 pm