



MGT 293-002: Strategic Branding

Winter Quarter, 2023

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Course Description

Welcome! How does your favorite brand seem to understand you so well? How did their marketing team get inside your head like that? How do marketers come up with creative ideas?

Good news: You don't have to consider yourself creative to succeed in branding... you just have to be aware, organized, and strategic.

In today's marketing landscape, branding and content marketing that drive conversions are some of the most essential and sought-after skills in marketing. This course will provide you with a comprehensive understanding of branding strategies and implementation. We will explore strategic branding through brand positioning, brand building and creation, brand implementation, brand growth, and brand management. Through these topics, we will explore applications of branding in both the traditional and digital marketing landscape.

Case studies, readings, templates, and guided exercises will enhance your learning experience. The class will conclude with an experiential rebranding assignment. Under my guidance, you'll work with real-world templates and a professional designer culminating in skills and expertise that are immediately applicable in the marketing field.

Course Materials

- "Aaker on Branding: 20 Principles that Drive Success" (David Aaker) ISBN: 978-1614488323
- HBR Textpak. A link to the Harvard coursepack will be posted to Canvas. Items in the coursepack are noted with **[HBS]** at the end of the item.
- Linked items are available online or through the UC Davis library. If noted, links will need to be accessed from on campus or by using the [library VPN](#). Some items will need to be searched for directly. The link will take you to main the database page of the journal. Click on "Search within this publication" and then search for the indicated text written as, "AN [Insert number]" in the second field.

Course Requirements

You will receive a letter grade in this course made up of the following components:

Assignment 1: Pepsi/Coke email to instructor prior to the start of class (5%). Send a note (in Canvas) to the instructor prior to the start of class and let her know if you prefer Pepsi or Coke and three reasons why you prefer your chosen brand. Note: You need to commit to one... that's part of the fun!

Assignment 2: Group Project Part I: Brand Statement (5%). Instruction for this will be provided during week two.

Assignment 3: Park hotels case analysis (20%) Questions provided in Canvas. Total response is 500 words or less.

Assignment 4: Group Project Part II: Collateral Redesign (5%): Each group will provide logo redesign specs for designer or defend current logo. (Assignment explained in Week 5.)

Assignment 5: AWAY Luggage Case brief (10%). Students will argue in 250 words or less what strategic branding move AWAY should make next.

Assignment 6: Group Project (30%). Groups will produce and present a creative brief to rebrand a brand of their choice (details, templates, and examples will be given in class).

Note: Graphic design, photography, video, etc. skills are NOT needed for this project (this is a common question that comes up). I will teach you what you need to know in this regard.

Peer Review: 5%

Class participation: 20%

Class Behavior and Operations

1. In order to facilitate a learning environment where all students feel safe to grow, please treat each other with respect and dignity, encouraging learning, sharing, and new ideas. If at any time you feel isolated, demeaned, marginalized, or harassed, please tell me immediately.
2. Please adhere to the UC Davis Principles of Community, [linked here](#) and the UC Davis Academic Code of Conduct, [linked here](#).
3. Please submit original work. Plagiarism is unacceptable.
4. Engagement and discussion will be significant learning tools for this course. I expect you to be focused on class discussions and to participate as much as possible. Use of devices (smartphones, laptops, etc.) is a natural part of a branding course, assuming they are being used to find examples that enhance class discussion and activities.
5. Marketing is a dynamic and complex field and when practiced properly can introduce new perspectives, change behavior, and even change the world. That's pretty incredible. I encourage you to come to class open to learning new ideas and strategies. Above all, I hope that you are prepared to have some fun and be proud of the ideas you can produce with the right tools and frameworks. Marketing is one of my great passions in life and I hope it rubs off on my students (you)!

Course schedule starts on the next page

Course Schedule

Wednesdays: 9:30 a.m.-12:20 p.m.; Gallagher Hall

Week One: Introduction to Strategic Branding

Reading

Aaker: Part I & II

HBS Core Curriculum: Brands and Brand Equity (Deshpande, Keinan) (8140) [HBS]

Assignment due

Assignment 1: Pepsi/Coke email to instructor prior to the start of class (5%). Send a note (in Canvas) to the instructor prior to the start of class and let her know if you prefer Pepsi or Coke and three reasons why you prefer your chosen brand. Note: You need to commit to one... that's part of the fun!

Week Two: Brand Positioning

Reading

HBR Article: [Three questions you need to ask about your brand](#) (Keller, Sternthal, Tybout) [Needs VPN, search for, "AN 7269414"]

HBS Core Curriculum: Brand Positioning (Avery, Gupta) (8197) [HBS]

Assignment due

None due this week

Week Three: Brand Building and Creation: Storytelling, Vision, and Messaging

Reading

HBS Note: Brand Storytelling (Avery) (519049) [HBS]

HBS Case: *Gillette and the #MeToo Movement* (W20544) [HBS]

Assignment due

Assignment 2: Group Project Part I: Brand Statement (5%). Instruction for this will be provided during week two.

Week Four: Brand Building and Creation: Persuasion and Influence

Reading

HBR Article: [How to Persuade People to Change their Behavior](#) (Berger) [Needs VPN]

HBR Article: [Harnessing the Science of Persuasion](#) (Cialdini) [Needs VPN, search for, "AN 5329110"]

Assignment due

None due this week

Week Five: Brand Building and Creation, Assets

Reading

Aaker: Part III

HBS Case: *Selecting a New Name for Security Capital Pacific Trust* (500054) [HBS]

Assignment due

None due this week

Week Six: Branding Implementation: Brand Audit and applications in traditional marketing

Reading

HBS Case: *The Park Hotels: Revitalizing and Iconic Indian Brand* (Avery, Chekitan) (314114) [HBS]

Assignments due

Park Hotels Case Analysis (20%): Questions provided in Canvas. Total response is 500 words or less.

Group Project Part II: Collateral Redesign (5%): Each group will provide logo redesign specs for designer or defend current logo. (Assignment explained in Week 5.)

Week Seven: Brand Implementation: Applications in digital marketing

Reading

HBR Article: [Secrets of Social Media Revealed 50 Years Ago](#) (Aaker) [Needs VPN]

HBR Article: [Branding in the Digital Age](#) (Edelman) [Needs VPN, search for, "AN 55461895"]

Assignment due

None due this week

Week Eight: Brand Management: Managing Brand Growth and Brand Extension

Reading

Aaker Part IV & V

HBS Case: *AWAY: Scaling a DTC Travel Brand* (520051) [HBS]

Assignment due

AWAY Luggage case brief (10%): Students will argue in 250 words or less what strategic branding move that AWAY should make next.

Week Nine: Brand Management: Internal Branding and Measuring Brand Effectiveness

Reading

HBS Case: *Best Self or Best Company? Peloton Searches for a Voice* (Murray) (UV7898) [HBS]

Assignment due

None due this week

Week Ten: Conclusion: Personal Branding and Project Presentations

Reading

HBS Note: Applying the principles of branding to build personal brands (Petersen) (ES1466) [HBS]

Assignment due

Final Group Project Part (Part IV) (30%): Groups will produce and present a creative brief for a brand of their choice (details, templates, and examples will be provided on Canvas and in class).

Peer Review: 5%

Thank you... now go change the world with your brand messaging, stories, and value!