



# CAPILANO UNIVERSITY

COURSE OUTLINE		
<b>TERM:</b> Spring 2025	<b>COURSE NO:</b> BMKT 316	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Branding and Innovation	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3.0
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Liíwat7úl (Lií'wat), x<sup>w</sup>məθk<sup>w</sup>əyám (Musqueam), shíshálh (Sechelt), Sḵwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

## COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. The course may be offered in mixed mode or in an online format.

## COURSE PREREQUISITES

45 credits of 100-level or higher coursework; OR 6 NABU Credits

## CALENDAR DESCRIPTION

When we associate different attributes and benefits to similar products and services, it is often the result of branding. The objective of this course is to better understand our relationships with brands. In this context, students will assess strategic branding decisions including industry, ethical and social issues, globalization and innovation. Tools, frameworks and models of branding will be explored in the context of an industry project to assess brand positioning, build brand equity and manage brands over time. As an experiential learning experience, students apply branding frameworks to develop a brand audit project.

## COURSE NOTE

BMKT 316 is an approved Experiential course for Cap Core requirements.

## REQUIRED TEXTS AND/OR RESOURCES

Keller, P. (2019). *Strategic Brand Management*. Building, Measuring and Managing Brand Equity (5<sup>th</sup> ed.)

## COURSE STUDENT LEARNING OUTCOMES

### On successful completion of this course, students will be able to do the following:

1. Apply brand equity concepts to marketing problems to develop strong, profitable, ethical marketing recommendations that involve responsible consumption, sustainable development and social responsibility concerns.
2. Conduct an effective customer-based brand equity analysis for an industry brand using a variety of branding tools and frameworks.
3. Develop recommendations for a practical brand application by employing relevant terms and concepts from industry
4. Assess existing brand positioning in a category, and systematically identify opportunities and threats for future positioning scenarios.
5. Create a personal brand that reflects the acquired knowledge, skills and values in the learner's personal, academic or professional trajectory utilizing branding tools and frameworks.

### Students who complete this Experiential course will be able to do the following:

1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

## CONTENT

Week	Topic
1	Customer Based Brand Equity and Brand Positioning
2	Brand Resonance and Brand Value Chain
3	Brand Equity
4	Branding in the Digital Age
5	Leveraging Secondary Brand Associations to Build Brand Equity
6	Midterm 1 Client Discovery
7	Measuring and Managing Brand Equity
8	Capturing Consumer Mind-set and Capturing Market Performance
9	Brand Architecture
10	New Products and Brand Extensions
11	Managing Brand Over Time
12	Midterm 2 Prepare for Presentations
13	Company based project presentations
14-15	Final Exam period. No final exam. Final company-based project report due

**EVALUATION PROFILE**

Assessment	Percentage of final grade	Learning outcome
Assignments X 3 (I)	35%	3,5
Company Based Project (T) Report                      20% Presentation              15%	35%	2,3
Midterm 1 (I)	15%	1,4
Midterm 2 (I)	15%	1,4
Total	100%	

\*I stands for individual and T stands for team

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

**Attendance**

Students are expected to attend all classes and associated activities.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class for note-taking only.

**On-line Communication**

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at <https://www.capilanou.ca/student-services/>

**Capilano University Security:** download the [CapU Mobile Safety App](#)

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/abouthttps://www.capilanou.ca/about-capu/governance/policies/capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity.

Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University

Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.