### MBA SEMINAR

<table>
<thead>
<tr>
<th>MBA SEMINAR NUMBER, NAME QUARTER TIME, DATES LOCATION</th>
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<tr>
<td>MBA 662 Brand Management</td>
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<tr>
<td>Fall, 2015</td>
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<tr>
<td>October 5 – December 7, 2015</td>
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<td>Mondays: 6:30 – 9:30 pm</td>
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<td>Classroom: Refer to BenULive</td>
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### COURSE PREREQUISITES

- MBA 530 – Organizational Behavior

### INSTRUCTOR CONTACT INFO

- Dr. Tom Yu
  - tyu@ben.edu
  - Cell: 630-829-1931
  - GBA Office: 630-829-6210
  - Fax: 630-829-6034

  - Office Hours:
    - Monday: 3:30 – 6:00 pm
    - Tuesday: 3:30 – 6:00 pm
    - Thursday: 3:30 – 6:00 pm
    - Or by appointment

- SL 146

### COURSE OBJECTIVES

This course will provide MBA candidates with the skills needed to successfully develop, manage and promote the core values of an organization’s brands internally and in competitive markets.

As a result of this course, students will be able to:

1. Analyze marketing cases to determine the successes and failures of major brands
2. Demonstrate an understanding of brand management in a global environment
3. Identify and describe current product/brand management concepts, theories, thought, and significant trends.
4. Explain how product/brand management provides benefits to firms, employees, consumers, and stakeholders of all types.
5. Evaluate, classify, and use basic of product/brand management concepts.
6. Differentiate between various product/brand management approaches and decide when each should be used.
7. Identify the basic tools for success as a product manager or brand manager.

### CLASS OVERVIEW & GRADING

- Class Participation: 20%
- Weekly Assignments: 40%
- Term Project Presentation and Paper: 40%

### REQUIRED TEXT

- OR

### IMPORTANT REMINDERS

**Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.**

### PRE-CLASS ASSIGNMENT for Session #1

- Exchange email with instructor (my email address is tyu@ben.edu). Include your degree program and where you are in the program, and introduce yourself (experience, job or role, employer).