| CLASS INFORMATION | Benedictine University Graduate Business Programs  
MBA 662 A - Brand Management  
Fall 2016  
October 3rd – December 5th  
Mondays, 6:30 – 9:30 PM  
Classroom: Refer to MyBenU |
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<td>COURSE PREREQUISITE</td>
<td>MGMT 530</td>
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| INSTRUCTOR INFORMATION | Dr. Tom Yu  
Email: tyu@ben.edu; Phone: 630-829-1931  
Office location: GN 370  
Office Hours: Monday, Tuesday, & Thursday 3:30 – 6 PM |
| COURSE OBJECTIVES | As a result of this course, you will be expected to:  
• Analyze marketing cases to determine the successes and failures of major brands  
• Demonstrate an understanding of brand management in a global environment  
• Identify and describe current product/brand management concepts, theories, thought, and significant trends.  
• Explain how product/brand management provides benefits to firms, employees, consumers, and stakeholders of all types.  
• Evaluate, classify, and use basic of product/brand management concepts.  
• Differentiate between various product/brand management approaches and decide when each should be used.  
• 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 | Title: Strategic Brand Management  
Author: Keller, Kevin  
Publisher: Pearson  
Edition: 4th  
ISBN: 9780132664257 |
| 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 | 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). |