Course Description (Goals & Objectives):
Students learn about consumers with relation to marketing and environments, consumer motives, goals, involvement perception, learning and experience as interpreters. They study consumers in connection with social context, lifestyles and subcultures. Also, consumers’ actions will be researched including attitudes, decisions and post-purchase satisfaction, disposition, recycling and reuse.

Course Outline:
● Week 1
    Introduction

● Week 2
    Identifying brand equity

● Week 3
    Brand loyalty

● Week 4
    Measuring brand loyalty, maintaining and enhancing loyalty

● Week 5
    Brand awareness, how to achieve awareness

● Week 6
    Perceived quality, what influences perceived quality?
• Week  7
  Brand associations: the positioning decision

• Week  8
  Midterm exam

• Week  9
  The measurement of brand associations

• Week 10
  Maintaining associations, managing disasters

• Week 11
  The name, symbol, and slogan

• Week 12
  Brand extensions

• Week 13
  Revitalizing the brand

• Week 14
  Global branding and a recap

• Week 15
  Presentations

• Week 16
  Final exam

Textbook(s):
Kevin Keller (2012), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson

**Course Assignments & Grading:**
- Exams: Midterm (20%), Final (20%)
- Quizzes: 20%
- Assignments: 20%
- Attendance and Participation: 20%