## MKT 372 BRAND MANAGEMENT



**Spring 2011** 

Professor Susan Broniarczyk

Class TTh 12:30-1:45 UTC 1.118

Office CBA 7.226

Office Hours TTh 3:30 - 4:45 and by appointment

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Course Web Page via Blackboard

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## **Course Objectives**

The most valuable asset many firms have is their brand. In our global economy, production and distribution can be replicated. But the knowledge, attitudes, and emotional connection consumers have about their brands cannot. Therefore many companies recognize that the investment they make in the creation and communication of their brand will become a strategic differentiator in the future. This class will focus on how to establish and grow brand equity, how to measure brand equity, how to manage brand architecture, and how to utilize brand equity to create more profit and growth for your company.

You will also enhance your collaboration skills through a team project. Integrity in brand management is critical and my hope is that you will leave this course knowing the importance of understanding what your customer wants and providing that honestly within the context of your brand. Brand marketing is a way to communicate the value and benefits of your company and/or product to consumers. A brand is a promise to your consumer and you will learn how to manage brands to fulfill this promise.

#### **Materials**

Course Reading Packet (CP): Required Jenn's Copy & Binding (jennscopyandbinding.com) 2200 Guadalupe

Everyone must purchase their own copy of the packet. Do not share copies of the packet as this is a violation of copyright. I teach both an undergraduate and graduate brand course so **be certain to purchase the BBA**MKT 372 course packet. Cost is \$55.25 without a binder or \$61.69 with a binder.

Blackboard Readings (BB): Required

Lecture Notes: Hardcopies of the Powerpoint slides for the lectures will be posted to Blackboard by 10AM the day of class. On case discussion days, they will also be posted to Blackboard after class.

## Course Philosophy

My basic teaching philosophy for this course is to blend the theory and practice of product and brand management in a comfortable, supportive classroom environment that promotes active learning. A good theory is invaluable because it structures problems and suggests possible solutions. My view is that the most critically important consideration in branding is understanding the customer, hence many theories covered will be from a consumer behavior perspective.

Branding is both an art and a science. Thus, few branding situations have a definitive, unqualified answer as to the "best" marketing programs. Yet, my belief is that by providing you with relevant and comprehensive theories, and all the accompanying ideas, concepts, mechanisms, and models that go along with that, you can make more informed decisions that will have a greater probability of success.

The course readings and activities are designed to help blend theory and practice. The readings will cover the basic concepts and theoretical frameworks as well as provide current thinking on key topics. Cases will allow us to apply these theories to real marketing problems. Guest speakers will be used to illustrate current brand issues and the tension between theory and practice.

Each member of the class is a key part of the learning process. We learn from the insights and experiences of each other. I expect you to come to class prepared, ask questions and participate, and be respectful of your fellow students.

Possible

## Course Requirements and Grading

Your grade in the course will be determined as follows:

<u>-</u>	Component  Individual:  ◆ Assignments (5@20)  ◆ Exam 1  ◆ Exam 2  ◆ Course Participation		Possible Points	_
			100 points 100 points 100 points 35 points	
-	◆ Team Consume	eam: Team Brand Inventory Team Consumer Exploratory Final Brand Audit Project		=
	Total Possible:		500 points	
Grade Basis:				
A 93-100% A- 90-92%	B+ 87-89% B 83-86% B- 80-82%	C+ 77-79% C 73-76% C- 70-72%	D+ 67-69% D 63-66% D- 60-62% F below 60%	

<u>Re-grading.</u> Requests to have a grade reconsidered should **be submitted in writing**. If you would like to submit a request, or if you would just like to discuss your grade in general, wait at least 48 hours after an assignment is returned to you. This timing will facilitate a rational, objective discussion of the merits of the case. No re-grading will be considered more than 10 days after the assignment is returned to you, unless it is a matter of a math error, which will always be cheerfully corrected.

## **Description of Requirements**

## Assignments (5@20points = 100 points)

There are a six (6) brief assignments with your highest five (5) assignments counting toward your final grade (i.e., you can drop lowest assignment). Assignments are one page, typed (single-spaced,1" margins, 12-point type) and **are due at the beginning of class** (no exceptions!). Each assignment is worth 20 points.

The assignments are:

- 1) Assess original Coke's brand equity using Keller's CBBE pyramid. For each dimension, identify associations held by Coke and assess their strength, favorability, and uniqueness.
- 2) Write 3 positioning statements. The first positioning statement is for Dove in the 1950's and the second positioning statement is for Dove in 2007. The third positioning statement is for yourself. The positioning statements should be in the following format:

Product/Brand
Is <u>Unique and Most Important Claim</u>
Among All <u>Competitive Frame</u>
For <u>Target Market</u>
Because Support, Reasons Why

- 3) Culinary Cookware Price Promotion Analysis
- 4) Habitat for Humanity Case
- 5) Brand Architecture: Evaluate brand strategy for Diesel StyleLab utilizing series of questions in Aaker's Brand Relationship Spectrum framework (Figure 2 in article). Which brand strategy would your recommend: sub-brand, endorsement, or independence? Be specific regarding variant you would recommend (case Exhibit 15).
- 6) Brand Revitalization TBD

Assignments are individual assignments and should be worked on independently (i.e., no discussion with a classmate). Case discussions and analyses are restricted to material presented in the case. Do NOT incorporate any material from outside a case in your assignment.

#### Exam 1 (100 points) March 3

## Exam 2 (100 points) April 19

The objective of exams are to summarize your learning in the course and allow you to demonstrate your ability to independently apply the frameworks and constructs we've discussed to specific problems. Each in-class exam will be a combination of multiple choice and short answer questions applying frameworks and constructs to real-world brand situations.

## **Course Participation (35 points)**

Course participation does not just mean "the amount of time you talk in class" - it means participation in the class as a whole and the quality of that participation. Thus, there are actually many ways to improve your participation grade:

<u>In-Class Participation.</u> You should be thoroughly prepared to discuss the readings and cases for each class session. Each day when class begins, several students may be selected at random to lead discussion of readings.

Class participation is evaluated on the quality of your participation and its contribution to improving the learning experience of the class. **Note that quality is not necessarily a function of quantity.** Quality is assessed by preparation, argument strength (well-supported points), and the extent to which the entire class benefited from your comments.

Many people are intimidated by the "obligation" of speaking up in class. Don't be. Your anxiety will be reduced only through practice! Getting comfortable with public speaking will give you a HUGE career advantage. Here's the secret to cutting your stress level - BE PREPARED. Your class participation grade is weighted heavily in favor of quality over quantity.

<u>Bug me with things you don't understand</u>. Contact me for clarification on confusing topics. Not only will this let me know of your sincere interest in the course, but it will actually increase your chances of a good grade on the written work.

<u>Current Events</u>. Bring in a current event (usually an article from a newspaper or magazine, or sometimes an ad, promotional material, or actual new product). It should be relevant to the topic we are discussing in class. State why you found it interesting and how it is relevant. Reading the marketing and advertising columns of the newspapers and business press can provide great opportunities for class participation.

Attendance. Attendance is essential and expected. Obviously, you cannot participate if you do not attend class. You are granted two absences without penalty so use them wisely (illness, interviews, etc.). After that, if you must miss a class, a one page executive summary of that session's readings and cases must be submitted prior to the class to avoid negative points towards your participation grade.

## **Brand Audit (165 points)**

Self-selected teams consisting of 5 members will conduct a brand audit. The goal of the brand audit is to conduct an in-depth examination of a major brand of your choosing and suggest ways to improve and leverage that brand equity. The criteria for choosing a brand lies in the brand's: 1) interest/value to you, 2) consumers' likely familiarity with the brand, 3) access to the brand's target market and 4) access to brand and company information. To insure that every team starts on equal footing, you may not select a brand that a team member or their family has worked for. Selecting a brand undergoing a challenge regarding its brand architecture, brand portfolio, brand extension, or brand revitalization generally provides greater fodder for critique. Every team must study a different brand. A good source of possible brands is Interbrand list ("Best Global Brands," Jan. 18 readings). For family or corporate brands, consider a specific product brand in order to narrow your focus and provide a specific frame of reference and competition (e.g., Toyota Camry rather than overall Toyota brand).

Teams need to notify me regarding team membership and the top three brands you are interested in studying and their associated challenge(s) by Tuesday, Feb 8. This deliverable is not graded; however investing effort here in brand selection will pay huge dividends in a quality final brand audit project. The deliverable is to:

- 1) Identify team members
- 2) Rank order the top three brands your team is interested in for brand audit project.
- 3) For each brand:
  - a. Identify two (2) challenges the brand is facing
  - b. Each challenge should be supported with research evidence from at least two (2) references.

The project has two interim deliverables that are graded. Teams will receive feedback on these submissions toward the goal of improving the final project deliverable.

#### 1. Team Brand Inventory (30 points)

The team brand inventory is the first installment of the brand audit <u>due on Thursday, March 10.</u> It involves developing a comprehensive summary of the brand as viewed and enacted by the company that manages it. To do this, you will need to review and describe the marketing program supporting the brand, and critically analyze how the brand has been crafted and developed. This perspective on brand meaning provides you with a historical perspective and foundation for the brand.

This project deliverable has five components:

- 1) Summary positioning statement deduced from brand's marketing and advertising activities.
- 2) Profile competitive brands and market situation.
- 3) Brand identity inventory. What are the specific brand identity elements (e.g., logos, names, taglines, packages, etc.) that support and convey the desired positioning for the brand? Critique the effectiveness of these elements in promoting and building the brand's equity.
- 4) Brand marketing inventory. Succinctly summarize how the brand has been built through marketing programs across time. Assess the marketing mix elements (4Ps) that support and convey the desired positioning for the brand. Have these elements been effective in building equity for the brand? What is the current effectiveness of marketing programs?
  - i) Analyze the brand's past and current advertising campaigns.
  - ii) Analyze the brand's product, promotions, distribution, and pricing.
- 5) Identification of 2-3 challenges facing the brand.

There are two deliverables associated with team brand inventory. First, each team will email me (<a href="mailto:susan.broniarczyk@mccombs.utexas.edu">susan.broniarczyk@mccombs.utexas.edu</a>) a maximum of ten (10) Powerpoint slides (use notes page to elaborate on slides) that comprehensively address the five components. Second, teams will have 8 minutes (approx 3 slides) in class on March 10 to share their most interesting findings and solicit class feedback on any parts of their brand audit. Only the full 10 Powerpoint slide deck with notes will factor into the grade. The intent of the brand inventory is to provide feedback to the team to improve the final project deliverable.

#### 2. Brand Meaning Audit: Preliminary Consumer Exploratory (30 points)

This second installment of the brand audit is due on <u>Thursday, March 31</u>. Its purpose is to help you understand the brand through the eyes of the consumer: what does the brand mean; where does it stand? This exploration into the brand's meaning serves a foundational role in your brand planning recommendation as it defines current sources of brand equity and suggests areas for improving or leveraging that equity.

This project deliverable has two components:

- 1) Minimum of eight exploratories with target market (e.g., in-depth one-on-one interviews or ZMET); at least two of the eight exploratories need to be ZMET.
- 2) Based on in-depth interviews or ZMET, generate a preliminary summary of the brand's customer-based brand equity pyramid. Assess the brand's associations at each level of CBBE pyramid. What meanings are strong and dominant? Which are unique from competition? Which are positive and negative? Do meanings resonate with target market?

The format is 2-3 page single-spaced Word document plus attachments (specific results for each interview or ZMET). The summary should assess commonalities and differences in interviews and utilize verbatim quotes or images to support conclusions. <u>Submit hard copy of preliminary consumer brand</u> exploratory at the beginning of class on Thursday, March 31.

#### 3. Brand Surveys

- Develop a 12-15 question survey to further probe the consumer's view of the brand. The
  questionnaire should gather further supporting evidence for key information in CBBE pyramid
  and brand challenges. A minimum sample of 60 members of target market is required.
- 2) Develop a brief follow-up survey (5-8 questions) to test consumer's response to potential recommendations. A minimum sample of 40 members of target market is required.

Dr. B is available as a consultant on surveys: either make an appointment or email sample survey for feedback ((susan.broniarczyk@mccombs.utexas.edu). Many teams will do a comparison between users (e.g., light versus heavy users) and thus will need a larger sample size to make significant comparisons. Each team is responsible for obtaining access to target market for survey (think creatively such as posting on brand or category user groups on Web, use snowball sample where ask people to pass survey link along to relevant others, or visit location where target market is likely to be with paper surveys to distribute). For the questionnaire you may choose to utilize pencil and paper surveys or an online service. Free on-line survey options include: surveygizmo.com, Zoomerang, and Survey Monkey.

#### 4. Final Report and Presentation (105 points)

The final presentation is worth 30 points and the final report is worth 75 points. The final report is due by start of class on <u>Thursday</u>, <u>April 28</u>. The final report consists of a brand inventory, brand exploratory and provides recommendations concerning how to build and manage equity for the brand chosen. Your report deliverable is maximum 25 slides with notes plus appendix.

## Components of Final Brand Audit Report (sequence may vary)

#### 1. History and Overview

The first page is an overview of the brand and its history. Include a statement of brand's positioning.

#### 2. Key Challenges Facing Brand

The second page should set-up the key challenges facing brand. The challenges may relate to brand architecture, brand portfolio, brand extension, and/or brand revitalization.

#### 3. Brand Inventory

Brand inventories are comprehensive summaries of a firm's marketing and branding program.

- a.) Detail the brand architecture.
  - i. Graphically display the brand hierarchy.
  - ii. Discuss the roles of brands in the portfolio. Focus on your selected brand and other brands deemed relevant to your brand.
  - iii. Discuss the hierarchy relationship of your brand.
- b.) Analyze the firm's branding and marketing programs. How do they contribute to brand knowledge? How consistent have they been over time? Is there consistency between the brand and marketing elements?
  - i. Analyze the brand graphics (logos, names, packages).
  - ii. Analyze the brand's past and current advertising campaigns.
  - iii. Analyze the brand's product, promotions, distribution, and pricing.
- c.) Profile competitive brands and market situation.

#### 4. Brand Exploratory

Brand exploratories are in-depth profiles of consumers' brand knowledge structures.

- a.) Develop a detailed and accurate profile of current brand knowledge structures. In appendix, provide specifics about in-depth interviews, survey and data collection to assess brand knowledge structures.
- b.) Assess the brand's associations at each level of CBBE pyramid. Critique this customer-based brand equity. What meanings are strong and dominant? Which are unique from competition? Which are positive and negative? Do meanings resonate with target market?
- c.) Discuss if consumers' knowledge structures have undergone any significant or recent changes.

#### 5. Recommendations

Make 3-4 recommendations to the brand concerning how the brand should be managed over the next 5 years by critically analyzing the brand inventory and brand exploratory. Your recommendations need to be supported by data from your brand inventory and brand exploratory. Recommendations may address:

- consistency between consumer-based brand equity meaning and firm's perception of brand equity meaning
- 2) effectiveness of brand identity and brand marketing program
- effectiveness of brand management strategies over time and suggestions to revitalize and rejuvenate the brand
- 4) opportunities to leverage the brand including brand extensions

#### The Appendix is a Word document that should contain:

- 1) Summary of in-depth interviews or ZMET
- 2) Data collection instrument for each survey
  - a. Number of respondents to each questionnaire
    - b. Description of sample (gender, age, residence, usage)
    - c. Summary of responses to each instrument

All survey-based data included in the presentation should come from surveys in the appendix and it should be easy to link statistics in presentation to the relevant study in the appendix.

Each team will also present their brand audit to the class in 20-minute presentations the last three classes of the semester.

Each of you will be asked to evaluate the contribution of your team peers at the conclusion of the course. These evaluations will be used in determining project evaluations. Each student will receive a team project grade that is proportionate to their participation, as assessed by other team members.

#### **Brand Audit Due Dates:**

2/8 Three Brands and Challenges

3/10 Team Brand Inventory

3/31 Brand Meaning Audit: Preliminary Consumer Exploratory

4/1-4/27 Brand Surveys

4/28 Final Brand Audit Project Due

4/28-5/5 Presentations

## **McCombs Classroom Professionalism Policy**

The highest professional standards are expected of all members of the McCombs community. Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects.

The Texas McCombs classroom experience is enhanced when:

- Students arrive on time. On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
- **Students display their name cards.** This permits fellow students and faculty to learn names, enhancing opportunities for community building and evaluation of in-class contributions.

- Students minimize unscheduled personal breaks. The learning environment improves when disruptions
  are limited.
- Students are fully prepared for each class. Much of the learning in the Texas BBA program takes place during classroom discussions. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.
- Laptops are closed and put away. When students are surfing the web, responding to e-mail, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights of the students who are not engaged. Faculty office hours are spent going over class material with students who chose not to pay attention, rather than truly adding value by helping students who want a better understanding of the material or want to explore the issues in more depth. Students with real needs may not be able to obtain adequate help if faculty time is spent repeating what was said in class. There are often cases where learning is enhanced by the use of laptops in class. Faculty will let you know when it is appropriate to use them. In such cases, professional behavior is exhibited when misuse does not take place.
- Phones and wireless devices are turned off. We've all heard the annoying ringing in the middle of a meeting. Not only is it not professional, it cuts off the flow of discussion when the search for the offender begins. When a true need to communicate with someone outside of class exists (e.g., for some medical need) please inform the professor prior to class. If your phone or wireless device interrupts the class, you will apologize to your classmates by bringing a treat for all to the next class.

Remember, you are competing for the best faculty McCombs has to offer. Your professionalism and activity in class contributes to your success in attracting the best faculty to this program.

## **Academic Dishonesty**

I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the school and the degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

The responsibilities for both students and faculty with regard to the Honor System are described on <a href="http://mba.mccombs.utexas.edu/students/academics/honor/index.asp">http://mba.mccombs.utexas.edu/students/academics/honor/index.asp</a> and in Appendix C of this syllabus. As the instructor for this course, I agree to observe all the faculty responsibilities described therein. During Orientation, you signed the Honor Code Pledge. In doing so, you agreed to observe all of the student responsibilities of the Honor Code. If the application of the Honor System to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

#### Students with Disabilities

Upon request, the University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. Services for Students with Disabilities (SSD) is housed in the Office of the Dean of Students, located on the fourth floor of the Student Services Building. Information on how to register, downloadable forms, including guidelines for documentation, accommodation request letters, and releases of information are available online at http://deanofstudents.utexas.edu/ssd/index.php. Please do not hesitate to contact SSD at (512) 471-6259, VP: (512) 232-2937 or via e-mail if you have any questions.

## Class Web Sites and Student Privacy

A useful feature in Blackboard is a class e-mail roster that is available to both the instructor and the students in a class. While this electronic class roster can facilitate collaboration it also raises some privacy concerns. Below is the University's policy on this matter:

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see: http://www.utexas.edu/student/registrar/catalogs/gi04-05/app/appc09.html.

#### **Tentative Schedule**

#### Jan. 18 T Intro

"How Do Brands Create Value?"

By Kevin Lane Keller and Donald R. Lehmann, Marketing Management, June 2003, pp.27-31.

(BB)

"The Brand Called You"

By Tom Peters, fastcompany.com, December 18, 2007 (BB)

"Interbrand 100 Best Global Brands" (Distributed in class)

## Jan. 20 Th Customer-Based Brand Equity

""Customer-Based Brand Equity"

By Kevin Lane Keller, Chapter 2 in *Strategic Brand Management*, 3ed., Prentice Hall, pp. 47-96. (CP)

"Move Over, Cow: Almond Milk Sparks Fight in Dairy Case" By Anne Marie Chaker, *Wall Street Journal*, January 12, 2011 **(BB)** 

"Volvo Will Buff Its Brand"

By Norihiko Shirouzu, Wall Street Journal, August 19, 2010 (BB)

"Food Makers Quietly Cut Back on Salt" By Ilan Brat, Wall Street Journal, January 11, 2010 (BB)

"Wash Away Bad Hair Days"
By Ellen Byron, Wall Street Journal, June 30, 2010 (BB)

"This Social Network is Up and Running" By Jay Greene, *Business Week*, November 17, 2008 **(BB)** 

**Due: Email resume to TA Paras Shah (**Paras.Shah@mba12.mccombs.utexas.edu) Subject line: Brand resume – *last name* 

## Jan.25 T Power and Creation of Brands

Case Application: Introducing New Coke (Harvard Business School 9-500-067) (CP)

"Brands and Branding"
By Douglas Holt
(Harvard Business School 9-503-045) (CP)

"There's a Sucker Born in Every Medial Prefrontal Cortex" By Clive Thompson, *New York Times*, October 26, 2003. **(BB)** 

Optional: "Neural Correlates of Behavioral Preference for Culturally Familiar Drinks" By McClure et al., *Neuron*, Vol. 44, October 14, 2004, 379-387.

**Assignment 1 Due:** Assess original Coke's brand equity using Keller's CBBE pyramid. For each dimension, identify associations held by Coke and assess their strength, favorability, and uniqueness.

#### Jan.27 Th Brand Positioning

"Three Questions You Need to Ask About Your Brand" By Kevin Lane Keller, Brian Sternthal, and Alice Tybout, *Harvard Business Review*, Sept. 2002, pp. 80-86. **(CP)** 

"Verizon Wireless Confident It's Got Muscle for iphone" By Ante and Kane, Wall Street Journal, January 11, 2011 (BB)

"Jitterbug – calling to seniors"

By Barry Silverstein, brandchannel.com, November 3, 2008 (BB)

"Look Who's Stalking Wal-Mart"
By Michelle Conlin, *Business Week*, December 7, 2009 **(BB)** 

"Brand Mantras: Rationale, Criteria, and Examples"
By Kevin Lane Keller, *Journal of Marketing Management*, 1999, 15, 43-51 **(BB)** 

"Bonnie Hammer's Hit Factory"
By Johnnie L. Roberts, *Newsweek*, July 20, 2009, 55-57. **(BB)** 

#### Feb. 1 T Brand Audit

Brand Audit Sample: Clinique (BB)

Guest Speaker: April Kessler, Business Librarian, University of Texas Libraries

#### Feb. 3 Th Brand Positioning

Case Application: Dove: Evolution of a Brand (Harvard Business School 9-508-047) (CP)

"Unilever Gives 'Ugly Betty' a Product-Plug Makeover in China" By Geoffrey A. Fowler, *Wall Street Journal*, B1, December 23, 2008. **(BB)** 

"Unilever's Dove Dives into Male Grooming" By Tobi Elkin,www.emarketing.com, April 6, 2010. **(BB)** 

Revisit "The Brand Called You" by Tom Peters By Tom Peters, fastcompany.com, December 18, 2007 **(BB)** 

**Assignment 2 Due:** Write 3 positioning statements. The first positioning statement is for Dove in the 1950's. The second positioning statement is for Dove in 2007. The third positioning statement is for yourself. The positioning statements should be in the following format:

Positioning Statement:

<u>Product/Brand</u>
Is <u>Unique and Most Important Claim</u>
Among All <u>Competitive Frame</u>
For <u>Target Market</u>
Because <u>Support, Reasons Why</u>

#### Feb. 8 T Brand Names

"Brand Shortcuts"

By Kevin Lane Keller, Marketing Management, September/October 2005, pp.19-23. (BB)

"Naming names: Trademark strategy and beyond: Part I"

By Ross D. Petty, Journal of Brand Management, January 2008, 190-197 (BB)

"Trademark Dilution Revision Act of 2006 Signed Into Law"

By David J. Stewart and Charlena L. Thorpe, *Intellectual Property & Technology Law Journal*, 19, January 2007, pp.18-20.**(BB)** 

"New ABCs of Branding"

By Sharon Begley, Wall Street Journal, B1, August 26, 2002. (CP)

"Are all the good tech-company names taken?" By Natalie Avon, <a href="www.cnn.com">www.cnn.com</a>, 10/05/2010 (BB)

#### **Project Due: Three Potential Brands and Challenges Due**

#### Feb. 10 Th Brand Logos and Brand Audit

"Warmer, Fuzzier: The Refreshed Logo"

By Bill Marsh, The New York Times, May 30, 2009. (BB)

"The Shock of the New Name"

By Rhymes Rigby, Financial Times, October 28, 2010. (BB)

"Starbucks Logo Loses 'Coffee,' Expands Mermaid as Firm Moves to Build Packaged Goods Business"

By Julie Jargon, Wall Street Journal, January 6, 2011. (BB)

"Packaging: Lessons from Tropicana's Fruitless Design" By Jennifer Gidman, brandchannel.com, March 16, 2009 (BB)

Check out: <a href="www.99designs.com">www.99designs.com</a> and logotournament.com. These on-line design forums enable brand entrepreneurs to obtain inexpensive logos by offering prize money to winner of logo competition.

## Feb. 15 T Pricing & Private Label Brands

"Corporate News: General Mills Readies More Price Increases" By Paul Ziobro, Wall Street Journal, December 17, 2010 (BB)

"Downsized! More and more products lose weight" Consumer Reports, February 2011, 18-21 (Distributed in class)

"Brands Versus Private Labels: Fighting to Win"

By John A. Quelch and David Harding, *Harvard Business Review*, Jan-Feb. 1996, pp.99-109. **(CP)** (\*Skim for historical background\*)

"Should You Launch A Fighter Brand?

By Mark Ritson, *Harvard Business Review*, October 2009, (Reprint R0910K). **(CP)** 

"Best Buy Expands Private-Label Brands"
By Miguel Bustillo and Christopher Lawton, Wall Street Journal, April 27, 2009 (BB)

"P&G Plots Course to Turn Lackluster Tide"
By Ellen Byron, Wall Street Journal, September 11, 2009 (BB)

"Coach's New Bag"
By Susan Berfield, BusinessWeek, June 29, 2009, 41-43. **(BB)** 

## Feb. 17 Th Marketing: Price Promotion

"Integrated Marketing Communications to Build Brand Equity"

By Kevin Lane Keller, Chapter 9 in *Strategic Brand Management*, 3ed., Prentice Hall, pp. 229-258. **(CP) - Background Reading** 

If Brands Are Built Over Years, Why Are They Managed Over Quarters? By Leonard Lodish and Carl Mela, *Harvard Business Review*, July-August 2007 **(CP)** 

Case Analysis: Culinarian Cookware: Pondering Price Promotion (Harvard Business School 4057) (CP)

Assignment 3: Culinarian Cookware Price Promotion Profitability Worksheet

## Feb.22 T Guest Speakers: Dr. Pepper Snapple Group

Jaxie Alt, Vice President of Juice Category Allison Methvin, Brand Marketing Director, Mott's

"Integrated Marketing Communications to Build Brand Equity"
By Kevin Lane Keller, Chapter 9 in *Strategic Brand Management*, 3ed., Prentice Hall, pp. 259-278. **(CP)** 

"Dr. Pepper Sees Sticky Prices Sweetening Profits" By Paul Ziobro, *Wall Street Journal*, December 28, 2010,

# Feb. 24 Th Brand Integrated Marketing Communications: Digital Marketing Guest Speaker: Paras Shah

"Branding in the Digital Age"

By David Edelman, Harvard Business Review, December 2010 (BB)

"Gatorade's Mission: Sell More Drinks"

By Valerie Bauerlein, Wall Street Journal, September 13, 2010 (BB)

"Beware Social Media Snake Oil"

By Stephen Baker, Business Week, December 14, 2009, 48-51. (BB)

## March 1 T Brand Integrated Marketing Communications & Exam Review

**Discussion Case: Ford Fiesta Movement:** 

(INSEAD 510-015-1) (CP)

#### March 3 Th Exam 1

## March 8 T Team Workday

## March 10 Th Team Brand Inventory Discussions

Project Due: Team Brand Inventory Due

#### March 15 T SPRING BREAK

#### March 17 Th SPRING BREAK

#### March 22 T Measurement of Brand Equity: Customer Mindset

"Measuring Sources of Brand Equity: Capturing Customer Mindset" By Kevin Lane Keller, Chapter 9 in *Strategic Brand Management*, 3ed., Prentice Hall, pp. 353-401. **(CP)** 

#### **Supplemental Brand Audit Aids:**

"Seeing the Voice of the Customer: Metaphor-Based Advertising Research," By Gerald Zaltman and Robin Higie Coulter, *Journal of Advertising Research*, July/August 1995, 35-51. **(BB)** 

"Mapping Consumers' Mental Models with ZMET,"
By Glenn L. Christensen and Jerry C. Olsen, *Psychology & Marketing*, June 2002, 477-502. **(BB)** 

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Interbrand 100 Best Global Brands (BB) Millward Brown Brand Z Top 100 (BB)

"Putting a Firm Figure on Brands"
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**Assignment 4: TBA** 

#### March 29 T Brand Architecture & Brand Portfolios

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By David Aaker and Erich Joachimsthaler, *California Management Review*, Vol. 42, No. 4, Summer 2000, 8-23 **(BB).** 

"Kill a Brand, Keep a Customer"

By Nirmalya Kumar, Harvard Business Review, Dec. 2003, 1-10.(CP)

"The World's Most Admired Companies 2010" (BB)

By Anna Bernasek, Fortune, March 22, 2010, 75-84.

"Toyota Expands Prius Line"

By Mike Ramsey, Wall Street Journal, January 11, 2011. (BB)

"Kraft and Wrigley tell gum fans to chew all they want..."

By Emily Bryson York, Chicago Tribune, October 2, 2010 (BB)

## March 31 Th Brand Category Extensions

"Best and Worst Brand Extensions of 2008"

By Linda Tischler, FastCompany.com, January 6, 2009 (BB)

"Should You Take Your Brand To Where The Action Is?"

By David Aaker, Harvard Business Review, Sept.-Oct. 1997, pp. 135-143. (CP)

"P&G Puts Its Big Brands To Work in Franchises"

Bloomberg Businessweek, Sept. 6-12, 2010, p.20 (BB)

"Preserve the Luxury or Extend the Brand?"

By Daniela Beyersdorfer and Vincent Dessain, Harvard Business Review, Jan-Feb 2011, pp.

173-177. (Reprint R1101R) (BB)

#### Project Due: Brand Meaning Audit: Preliminary Consumer Exploratory

#### April 5 T Case Analysis: Diesel for Successful Living

(INSEAD Case 504-007-1) (CP)

"Hyundai Weighs Upscale Brand"

By Mike Ramsey, Wall Street Journal, December 8, 2010. (BB)

**Assignment 5:** Evaluate brand strategy for Diesel StyleLab utilizing series of questions in Aaker's Brand Relationship Spectrum framework (Figure 2 in article). Which brand strategy would your recommend: sub-brand, endorsement, or independence. Be specific regarding variant you would recommend (case Exhibit 15).

#### April 7 Th Brand Line Extensions & Assortment

"Extend Profits, Not Product Lines"

By John A. Quelch and David Kenny, *Harvard Business Review*, Sept.-Oct. 1994, pp.153-160. **(CP)** 

"While Managers Embrace Variety, Too Many Choices Frustrate Consumers" By Emily Nelson, Wall Street Journal, April 20, 2001 (CP)

"Should You Invest in the Long Tail?"
By Anita Elberse, *Harvard Business Review*, July-August 2008 **(CP)** 

## April 12 T Managing Brands Over Time

"Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies" By Kevin Lane Keller, *California Management Review*, Vol. 41, Spring 1999, pp.102-124. **(BB)** 

"P&G Razor Launches in Recession's Shadow," By Ellen Byron, Wall Street Journal, February 12, 2010 (BB)

"PepsiCo Develops 'Designer Salt' To Chip Away at Sodium Intake," By Betsy McCay, Wall Street Journal, March 22, 2010 (BB)

"A Greener World, One Chip At a Time," By Sheila Shayon, Brandchannel, March 17, 2010 (BB)

"Grape Nuts Takes Aim at Men"
By Suzanne Vranica, Wall Street Journal, March 26, 2009. (BB)

"Miller Lite Reprises an Old Theme"
By David Kesmodel, Wall Street Journal, March 20, 2009. (BB)

"Domino's Mea Culpa and America's Pizza Passions," By Josh Ozersky, *Time*, January 29, 2010 **(BB)** 

"Night of the Living Dead Brands,"
By Michael Arndt, Business Week, April 12, 2010 (BB)

**Assignment 6: Brand Revitalization TBD** 

April 14 Th Review and Group Time

April 19 T Exam 2

April 21 Th TBA

April 26 T TBA

April 28 Th Final Brand Audit Projects Due

**Presentations** 

May 3 T Presentations

May 5 Th Presentations

# APPENDIX A CASE PREPARATION QUESTIONS

#### Case Assignment: Introducing New Coke

**Case Assignment:** Assess original Coke's brand equity using Keller's CBBE pyramid. For each dimension, identify associations held by Coke and assess their strength, favorability, and uniqueness.

#### **Case Preparation Questions:**

- 1) What is Coke's brand meaning?
- 2) What was Coca-Cola's brand building strategy? How did the company build the world's strongest brand?
- 3) Per Holt's article, do you agree that Coke's brand transforms the consumption experience?
- 4) What was Pepsi's branding game? Did Coke properly respond to Pepsi Challenge? Was Pepsi truly a threat to Coke?
- 5) Apply insights from Holt's article to the New Coke case. Why do consumers buy Coca-Cola? How do these motives align with the brand strategy for New Coke?
- 6) Coca-Cola invested \$4 million researching the reformulation question. Keough claimed that "all the time and money and skill poured into consumer research could not measure or reveal the deep and abiding emotional attachment to the original Coca-Cola." Do you agree? What are the implications for practice of brand management?
- 7) What should we learn from Coca-Cola's mistakes? Identify lessons for effective brand stewardship that can be derived from case.

#### **Case Assignment: Dove**

**Case Assignment:** Write 3 positioning statements. The first positioning statement is for Dove in the 1950's. The second positioning statement is for Dove in 2007. The third positioning statement is for yourself. The positioning statements should be in the following format:

Positioning Statement:

<u>Product/Brand</u>
Is <u>Unique and Most Important Claim</u>
Among All <u>Competitive Frame</u>
For <u>Target Market</u>
Because Support, Reasons Why

#### Case Preparation Questions:

- 1) What is a brand? Why does Unilever want fewer of them?
- 2) What was Dove's market positioning in the 1950s? What is its positioning in 2007?
- 3) How did Unilever organize to do product category management and brand management in Unilever before 2000? What was the corresponding structure after 2000?
- 4) How was brand meaning controlled before 2000? How was it controlled at the time of the case? What are the risks and rewards of its strategy?

#### **Case Assignment: Culinarian Cookware: Pondering Price Promotion**

#### Case Assignment: Worksheet will be provided

<u>Case Decision</u>: Recommend whether Culinarian should or should not run a price promotion in 2007. Your analysis must include an assessment of the profitability of the 2004 promotion as one component of your recommendation.

#### Case Preparation Questions:

- 1) Describe consumer behavior in the cookware market. How is cookware bought? How is it sold? What are the implications for Culinarian's positioning and marketing strategy?
- 2) What are the strengths and weaknesses of Culinarian? Why has the company been successful?
- 3) Was the 2004 price promotion profitable? Calculate the profitability using Brown's logic and then calculate profitability using the consultant's model. How would you calculate profitability?
- 4) If Culinarian were to run a price promotion, what should the specifics be (e.g., product scope, discount rate, timing, communication)?
- 5) Should Culinarian consider other types of promotions (e.g., manufacturer rebate program, gift with purchase, sweepstakes, product placement, etc.)?

#### **Discussion Case: Ford Fiesta Movement**

**TBA** 

#### Case Assignment: Habitat for Humanity International

Case Decision: Evaluate Interbrand's valuation of Habitat for Humanity.

#### Case Preparation Questions:

- 1) What are the brand drivers for Habitat for Humanity?
- 2) Apply the Interbrand methodology to the Habitat brand.
  - a. How would you calculate the economic earnings attributable to the brand?
  - b. How would you estimate the role of the brand (see Exhibit 14)?
  - c. How would you develop the brand strength score, shown here to be 76/100? Critique Habitat for Humanity on Interbrand's 7 Dimensions of Brand Strength.
- 3) Do you agree with Interbrand's \$1.8 Billion valuation of Habitat for Humanity International?

#### Case Assignment: Diesel

**Case Assignment:** Evaluate brand strategy for Diesel StyleLab utilizing series of questions in Aaker's Brand Relationship Spectrum framework (Figure 2 in article). Which brand strategy would your recommend: sub-brand, endorsement, or independence? Be specific regarding variant you would recommend (case Exhibit 15).

<u>Case Decision</u>: Recommend a brand strategy to achieve StyleLab objectives: sub-brand, endorsement, or independence.

- 1) Be specific regarding the variant you would recommend in case Exhibit 15.
- Utilize Aaker's Brand Relationship Spectrum framework (Figure 2 in article) to support your recommendation.

#### Case Preparation Questions:

- 1) What are the brand identity and image of Diesel?
- 2) How important is an element is product in Diesel brand identity? How important an element is advertising in Diesel brand identity?
- 3) Describe the target market of Diesel.
- 4) What are the objectives of StyleLab?
- 5) Evaluate brand strategy using series of questions in Aaker's Brand Relationship Spectrum framework (Figure 2 in article).

#### Appendix B

The following pages provide specific guidance about the Standard of Academic Integrity at the University of Texas at Austin. Please read it carefully and feel free to ask me any questions you might have.

Excerpts from the University of Texas at Austin Office of the Dean of Students website (http://deanofstudents.utexas.edu/sjs/acint\_student.php)

## The Standard of Academic Integrity

A fundamental principle for any educational institution, academic integrity is highly valued and seriously regarded at The University of Texas at Austin, as emphasized in the standards of conduct. More specifically, you and other students are expected to "maintain absolute integrity and a high standard of individual honor in scholastic work" undertaken at the University (Sec. 11-801, Institutional Rules on Student Services and Activities). This is a very basic expectation that is further reinforced by the University's Honor Code. At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- acknowledge the contributions of other sources to your scholastic efforts;
- complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them:
- follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

For the official policies on academic integrity and scholastic dishonesty, please refer to <a href="Chapter 11">Chapter 11</a> of the Institutional Rules on Student Services and Activities.

## What is Scholastic Dishonesty?

In promoting a high standard of academic integrity, the University broadly defines scholastic dishonesty—basically, all conduct that violates this standard, including *any act designed to give an unfair or undeserved academic advantage*, such as:

- Cheating
- Plagiarism
- Unauthorized Collaboration
- Collusion
- Falsifying Academic Records
- Misrepresenting Facts (e.g., providing false information to postpone an exam, obtain an extended deadline for an assignment, or even gain an unearned financial benefit)
- Any other acts (or attempted acts) that violate the basic standard of academic integrity (e.g., multiple submissions—submitting essentially the same written assignment for two courses without authorization to do so)

Several types of scholastic dishonesty—<u>unauthorized collaboration</u>, <u>plagiarism</u>, and <u>multiple submissions</u>—are discussed in more detail on this Web site to correct common misperceptions about these particular offenses and suggest ways to avoid committing them.

For the University's official definition of scholastic dishonesty, see <u>Section 11-802</u>, *Institutional Rules on Student Services and Activities*.

#### **Unauthorized Collaboration**

If you work with another person on an assignment for credit without the instructor's permission to do so, you are engaging in unauthorized collaboration.

This common form of academic dishonesty can occur with all types of scholastic work—papers, homework, tests
(take-home or in-class), lab reports, computer programming projects, or any other assignments to be submitted for
credit.

• For the University's official definitions of unauthorized collaboration and the related offense of collusion, see Sections 11-802(c)(6) & 11-802(e), Institutional Rules on Student Services and Activities.

Some students mistakenly assume that they can work together on an assignment as long as the instructor has not expressly prohibited collaborative efforts.

Actually, students are expected to complete assignments independently unless the course instructor indicates
otherwise. So working together on assignments is not permitted unless the instructor specifically approves of any
such collaboration.

Unfortunately, students who engage in unauthorized collaboration tend to justify doing so through various rationalizations. For example, some argue that they contributed to the work, and others maintain that working together on an assignment "helped them learn better."

- The instructor—not the student—determines the purpose of a particular assignment and the acceptable method for completing it. Unless working together on an assignment has been specifically authorized, always assume it is not allowed.
- Many educators do value group assignments and other collaborative efforts, recognizing their potential for developing
  and enhancing specific learning skills. And course requirements in some classes do consist primarily of group
  assignments. But the expectation of individual work is the prevailing norm in many classes, consistent with the
  presumption of original work that remains a fundamental tenet of scholarship in the American educational system.

Some students incorrectly assume that the degree of any permissible collaboration is basically the same for all classes.

- The extent of any permissible collaboration can vary widely from one class to the next, even from one project to the next within the same class.
- Be sure to distinguish between collaboration that is authorized for a particular assignment *and* unauthorized collaboration that is undertaken for the sake of expedience or convenience to benefit you and/or another student. By failing to make this key distinction, you are much more likely to engage in unauthorized collaboration. To avoid any such outcome, always seek clarification from the instructor.

Unauthorized collaboration can also occur in conjunction with group projects.

• How so? If the degree or type of collaboration exceeds the parameters expressly approved by the instructor. An instructor may allow (or even expect) students to work together on one stage of a group project but require independent work on other phases. Any such distinctions should be strictly observed.

Providing another student unauthorized assistance on an assignment is also a violation, even without the prospect of benefiting yourself.

- If an instructor did not authorize students to work together on a particular assignment and you help a student complete that assignment, you are providing unauthorized assistance and, in effect, facilitating an act of academic dishonesty. Equally important, you can be held accountable for doing so.
- For similar reasons, you should not allow another student access to your drafted or completed assignments unless the instructor has permitted those materials to be shared in that manner.

#### **Plagiarism**

Plagiarism is another serious violation of academic integrity. In simplest terms, this occurs if you represent as your own work any material that was obtained from another source, regardless how or where you acquired it.

- Plagiarism can occur with all types of media—scholarly or non-academic, published or unpublished—written
  publications, Internet sources, oral presentations, illustrations, computer code, scientific data or analyses, music, art,
  and other forms of expression. (See Section 11-802(d) of the Institutional Rules on Student Services and Activities for
  the University's official definition of plagiarism.)
- Borrowed material from written works can include entire papers, one or more paragraphs, single phrases, or any
  other excerpts from a variety of sources such as books, journal articles, magazines, downloaded Internet documents,

- purchased papers from commercial writing services, papers obtained from other students (including homework assignments), etc.
- As a general rule, the use of any borrowed material results in plagiarism if the original source is not properly acknowledged. So you can be held accountable for plagiarizing material in either a final submission of an assignment or a draft that is being submitted to an instructor for review, comments, and/or approval.

Using *verbatim* material (e.g., exact words) without proper attribution (or credit) constitutes the most blatant form of plagiarism. However, other types of material can be plagiarized as well, such as *ideas* drawn from an original source or even its *structure* (e.g., sentence construction or line of argument).

 Improper or insufficient paraphrasing often accounts for this type of plagiarism. (See additional information on paraphrasing.)

#### Plagiarism can be committed intentionally or unintentionally.

- Strictly speaking, any use of material from another source without proper attribution constitutes plagiarism, regardless
  why that occurred, and any such conduct violates accepted standards of academic integrity.
- Some students deliberately plagiarize, often rationalizing this misconduct with a variety of excuses: falling behind and succumbing to the pressures of meeting deadlines; feeling overworked and wishing to reduce their workloads; compensating for actual (or perceived) academic or language deficiencies; and/or justifying plagiarism on other grounds.
- But some students commit plagiarism without intending to do so, often stumbling into negligent plagiarism as a result
  of sloppy notetaking, insufficient paraphrasing, and/or ineffective proofreading. Those problems, however, neither
  justify nor excuse this breach of academic standards. By misunderstanding the meaning of plagiarism and/or failing to
  cite sources accurately, you are much more likely to commit this violation. Avoiding that outcome requires, at a
  minimum, a clear understanding of plagiarism and the appropriate techniques for scholarly attribution. (See related
  information on paraphrasing; notetaking and proofreading; and acknowledging and citing sources.)

By merely changing a few words or rearranging several words or sentences, you are *not* paraphrasing. Making minor revisions to borrowed text amounts to plagiarism.

• Even if properly cited, a "paraphrase" that is too similar to the original source's wording and/or structure is, in fact, plagiarized. (See additional information on <u>paraphrasing</u>.)

Remember, your instructors should be able to clearly identify which materials (e.g., words and ideas) are your own and which originated with other sources.

 That cannot be accomplished without proper attribution. You must give credit where it is due, acknowledging the sources of any borrowed passages, ideas, or other types of materials, and enclosing any verbatim excerpts with quotation marks (using block indentation for longer passages).

## Plagiarism & Unauthorized Collaboration

<u>Plagiarism</u> and <u>unauthorized collaboration</u> are often committed jointly.

By submitting as your own work any unattributed material that you obtained from other sources (including the contributions of another student who assisted you in preparing a homework assignment), you have committed plagiarism. And if the instructor did not authorize students to work together on the assignment, you have also engaged in unauthorized collaboration. Both violations contribute to the same fundamental deception—representing material obtained from another source as your own work.

Group efforts that extend beyond the limits approved by an instructor frequently involve plagiarism in addition to unauthorized collaboration. For example, an instructor may allow students to work together while researching a subject, but require each student to write a separate report. If the students collaborate while writing their reports *and* then submit the products of those joint efforts as individual works, they are guilty of unauthorized collaboration as well as plagiarism. In other words, the students collaborated on the written assignment without authorization to do so, and also failed to acknowledge the other students' contributions to their own individual reports.

## **Multiple Submissions**

Submitting the same paper (or other type of assignment) for two courses without prior approval represents another form of academic dishonesty.

You may not submit a substantially similar paper or project for credit in two (or more) courses unless expressly authorized to do so by your instructor(s). (See Section 11-802(b) of the Institutional Rules on Student Services and Activities for the University's official definition of scholastic dishonesty.)

You may, however, re-work or supplement previous work on a topic with the instructor's approval.

Some students mistakenly assume that they are entitled to submit the same paper (or other assignment) for two (or more) classes simply because they authored the original work.

Unfortunately, students with this viewpoint tend to overlook the relevant ethical and academic issues, focusing instead on their own "authorship" of the original material and personal interest in receiving essentially double credit for a single effort.

Unauthorized multiple submissions are inherently deceptive. After all, an instructor reasonably assumes that any completed assignments being submitted for credit were actually prepared for that course. Mindful of that assumption, students who "recycle" their own papers from one course to another make an effort to convey that impression. For instance, a student may revise the original title page or imply through some other means that he or she wrote the paper for that particular course, sometimes to the extent of discussing a "proposed" paper topic with the instructor or presenting a "draft" of the paper before submitting the "recycled" work for credit.

The issue of plagiarism is also relevant. If, for example, you previously prepared a paper for one course and then submit it for credit in another course without citing the initial work, you are committing plagiarism—essentially "self-plagiarism"—the term used by some institutions. Recall the broad scope of <u>plagiarism</u>: all types of materials can be plagiarized, including unpublished works, even papers you previously wrote.

Another problem concerns the resulting "unfair academic advantage" that is specifically referenced in the University's definition of scholastic dishonesty. If you submit a paper for one course that you prepared and submitted for another class, you are simply better situated to devote more time and energy toward fulfilling other requirements for the subsequent course than would be available to classmates who are completing all course requirements during that semester. In effect, you would be gaining an unfair academic advantage, which constitutes academic dishonesty as it is defined on this campus.

Some students, of course, do recognize one or more of these ethical issues, but still refrain from citing their authorship of prior papers to avoid earning reduced (or zero) credit for the same works in other classes. That underlying motivation further illustrates the deceptive nature of unauthorized multiple submissions.

An additional issue concerns the problematic minimal efforts involved in "recycling" papers (or other prepared assignments). Exerting minimal effort basically undercuts the curricular objectives associated with a particular assignment and the course itself. Likewise, the practice of "recycling" papers subverts important learning goals for individual degree programs and higher education in general, such as the mastery of specific skills that students should acquire and develop in preparing written assignments. This demanding but necessary process is somewhat analogous to the required regimen of athletes, like the numerous laps and other repetitive training exercises that runners must successfully complete to prepare adequately for a marathon.