When you e-mail the professor ALWAYS copy the TA (and vice versa).

COURSE GOALS AND FOCUS

Developing the business through building brand equity is a cornerstone of marketing and the enterprise's reputation is a large part of brand equity. In addition, risks of all types are inherent in business. The Marketing expert must be attuned to protecting brand equity and reputation through effective risk management including crises, predictable and unpredictable.

This course focuses on issues in branding and effective crisis risk management to protect the firm’s reputation and brand equity. Today's business world is more dynamic than ever and this course is designed to prepare tomorrow's financial profit and social profit executive for embracing the rapid changes that are inevitable. In so doing, multiples of business goals and functions are examined in the context of crisis risk management, marketing and reputational brand equity considerations through text readings and lectures. This course will draw heavily on professor and guest lectures so that the currently active business climate is infused into your learning.

GRADING AND ASSIGNMENTS

Grades are based on your total number of points accumulated out of a possible 100 points. Letter grades are assigned as follows:

- 93.5 - 100 = A,
- 93.4 – 90 = A-
- 89.9 - 87.5 = B+
- 87.4 – 82.5 = B,
- 82.4 – 80 = B-
- 79.9 - 77.5 = C+
- 77.4 – 72.5 = C,
- 72.4 – 70 = C-
- 69.9-60 points = D, and
- 59.9 points and below = F.
Your grade is developed from your performance on:

- Tests (3 worth 30 points each)  90 Points
- Class Contribution (Attendance+Quality)  10 Points

More detail will be provided early in the semester, including a day-to-day assignment information sheet with lecture topics, dates and deadlines.

**Note on Quiz Procedures:** All backpacks, briefcases, reading materials, caps, etc. **must** be left on the perimeter of the room prior to being seated for the quiz. The quiz will not be handed out to anyone until this requirement is met. You do not want to be the person everyone is waiting for to begin the quiz, so please be on time and leave everything other than your #2 pencils on the side or back of the room. Before the quiz, please space yourself so empty chairs are in-between you and other students. All text messaging devices and cell phones are to be left in your backpacks or other bags and not accessed during the test. These will be on the perimeter of the room and not at your seat. Please remember to turn all electronic devices off before entering the classroom during any class period, but especially during the quizzes. **Once the test is handed out to the class, you are NOT permitted to leave the room until you turn in your test for a grade.**

**REQUIRED READINGS**


2. **WHAT HAPPENS ON CAMPUS STAYS ON YOUTUBE: PRIVACY IS DEAD. THE NEW RULES FOR YOUR REPUTATION ON CAMPUS, ONLINE AND BEYOND (2017)** by Erik Qualman, Equalman Studios (Austin).


Other required readings will be announced in class and posted on Canvas.

**FORMAT OF THE COURSE**

This course will include lectures and discussion. You are expected read the assignment for a given day prior to coming to class. Class discussion will also be important and you will be graded on both attendance and quality of participation. You will be responsible for professor lectures and those of invited industry speakers.

**CANVAS**

So you can access all course information easily and monitor your progress, this class will use Canvas (canvas.utexas.edu). You access Canvas via the website and enter your UTeid. All course materials are posted to that site (e.g., syllabus, test results, non-text readings, etc.). You are responsible to stay informed and read all postings and materials on Canvas related to this class. Please make sure your email is up-to-date with UT. You will receive detailed information for each assignment and grading component as the semester progresses.
UNIVERSITY AND CLASS POLICIES

Religious Holy Days

A student who misses classes or other required activities, including examinations for the observance of a religious holy day must inform me as far in advance as possible, so that arrangements can be made to complete the assignment or take the test times.

Students with Disabilities

You will need to provide documentation to the Dean of Student’s Office so that the most appropriate accommodations can be determined. Specialized services are available on campus through Services for Students with Disabilities (SSB 4.104, 512-471-6259). Any student who requires special accommodations must obtain a letter that documents the disability from the Services for Students with Disabilities area of the Division of Diversity and Community Engagement (512-471-6259 or 512-471-4641) TTY for users who are deaf or hard of hearing. Present the letter to me at the beginning of the semester so that accommodations can be discussed. Also, remind me of the need for any testing accommodations no later than five business days before an exam. For more information visit: http://www.utexas.edu/diversity/ddce/ SSD/.

Please note that with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

The Use of E-mail for Official Correspondence to Students

All students should be familiar with the University’s official e-mail student notification policy. It is you responsibility, as a student, to keep the University informed as to changes in your e-mail address. Students are expected to check their e-mail frequently to stay current with communications from this class and with University communications. Please stay alert to your e-mail as e-mail communications may be time-critical. The complete text of this policy and instructions for updating your e-mail address are available at: http://www.utexas.edu/its/policies/emailnotify.html.

Policy on Scholastic Dishonesty, UT Core Values and Honor Code

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced in this class. For further information, please visit the Student Judicial Services website at: http://deanofstudents.utexas.edu/sjs.
The University of Texas Core Values and Honor Code
As adopted by the Student Body

The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community. As a student of the University of Texas, I shall abide by the core values of the University and uphold academic integrity.

All students in this course are expected to know and abide by the University of Texas Core Values and Honor Code.