



Course Learning Outcomes for Unit V

Upon completion of this unit, students should be able to:

4. Relate the importance of product positioning to brand strategy.
 - 4.1 Determine how brands gain market share through brand recognition, brand strategy, and product positioning.

Reading Assignment

In order to access the following resources, click the links below. Note: The transcript for each video is available to view and/or print by clicking on the "Show Transcript" tab on the right side of the video page.

You are only required to view the following portions of the video below: Segments 1 titled "Expansion Introduction" (1:14 in length), 6 titled "Brand Licensing" (4:45 in length), 10 titled "Brand Portfolio Managers" (3:14 in length), 12 titled "Brand Management" (1:13 in length), 14 titled "Brand Purchasing" (4:07 in length), and 16 titled "Ultimate Challenger Brand" (2:36 in length).

Bartholomew, J. (Producer), & Barrett, S (Director). (2014). *Expansion: Secrets of branding* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlayslists.aspx?wID=273866&xtid=58813>

You are only required to view the following portion of the video below: Segment 4 titled "Brand Equity" (2:04 in length).

Bartholomew, J. (Producer), & Barrett, S (Director). (2014). *Persistence: Secrets of branding* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlayslists.aspx?wID=273866&xtid=58809&loid=279838>

You are only required to view the following portions of the video below: Segments 1 titled "Brands and Market Structure" (3:49 in length), 2 titled "Functional Values in Brand Names" (2:32 in length), 3 titled "Emotional Values in Products" (2:17 in length), 5 titled "Effects of the Brand" (3:39 in length), and 8 titled "Creativity and the Use of Media" (1:54 in length).

Eglin, B. (Producer). (1999). *The value of brand names* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlayslists.aspx?wID=273866&xtid=10836>

You are only required to view the following portion of the video below: Segment 1 titled "What is Globalization?" (3:15 in length).

Romin, J., Arnstad, H. (Producers), & Lennartsson, J., Lilja, V. (Directors). (2009). *Open borders: Globalization-A real-world view* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlayslists.aspx?wID=273866&xtid=47499&loid=144239>

Unit Lesson

Click [here](#) to access the Unit V Lesson presentation. (Click [here](#) to access the PDF version of this presentation.)