APPLIED BRAND PROTECTION TRAINING PROGRAM:
BUILDING AND SUSTAINING EFFECTIVE BRAND PROTECTION TEAMS
FEBRUARY 6 - MARCH 2, 2018

COURSE SYLLABUS
Description
This course is designed to help individuals working in brand protection professionals develop a greater depth of understanding of how to build and sustain effective brand protection teams. This course encompasses how to build and sustain a productive team of professionals whose responsibility it is to address counterfeiting and brand protection issues. Because this course uses rigorous research and rich case study examples to explore issues, a heavy focus will be placed on the practical outcomes of high-quality organizational and anti-counterfeiting/brand protection research as reported in top-tier academic and practitioner-focused outlets. Additionally, the case study format will allow participants to more directly apply real world counterfeiting/brand protection issues to their unique situations, and will help to increase the practical utility of the course materials.

Objectives
The primary objective of this course is to help participants develop an advanced level of knowledge related to a specific product counterfeiting/brand protection topic – the brand protection team. This course will provide participants with in-depth knowledge beyond what is offered in A-CAPP’s Professional Certificate Courses and Academic Certificate Courses. Upon the completion of this course, participants should be able to do the following:

- Identify and describe important elements of successful brand protection teams
- Describe how the research on teams directly relates to the development, growth, and sustainability of brand protection teams
- Competently apply relevant research findings on teams and work groups to important brand protection issues
- Identify challenges and roadblocks faced by brand protection teams and describe how these challenges can be overcome

Pre-Requisites
The course has been developed under the assumption that participants have already established a basic foundation in brand protection. While there is no formal pre-requisite for this course, it is recommended that the participant have the following:

- A moderate amount of practical anti-counterfeiting or brand protection experience
- Completion of the A-CAPP Center Brand Protection Professional Courses and/or Certificate
- Completion of the A-CAPP Center Academic Courses or Certificate
- Other combination of work experience and academic work

Course Requirements
In order to successfully complete this course, participants must do the following:

- Earn a 70% or better on each of three weekly quizzes
- Earn a 75% or better on the final comprehensive examination
- Complete each of the weekly discussion board postings; and
- Participate in weekly interactive chat sessions with the instructor and other course participants.

Class Format/Procedures
Online Delivery, Learning and Live Interaction
This online course will utilize Canvas as its primary delivery/learning platform, where all assignments, quizzes, and examinations will be given. Zoom will be utilized for live interactions during the required meeting day on Tuesdays and Thursdays of each week.

Instructional Methods
This online course will use a variety of instructional methods, including: assigned readings, video lectures, weekly conference video/calls, and discussion board postings. Assigned readings will be provided by the instructor and made available to participants through the course website. The role of the course instructor is to facilitate the participant’s learning experience.
Course Format/Procedures (continued)

Pace/Length
Many of the activities are self-paced and give participants the opportunity to gain a comprehensive understanding of the material. Opportunities for interactive learning with the instructor and other participants afford the opportunity to display mastery of the content and provide opportunities for collaborative learning throughout the four (4) learning modules:

• Team Composition, Organization and Leadership
• Why Teams Succeed, and Why They Fail
• The Role of Service-Based Teams
• Overcoming Barriers, and Dealing with Success

Communication Method
E-mail will be sent to the participant’s primary e-mail address. If you have any questions or need any help, please contact the instructor via his e-mail. The instructor will respond to your e-mails within 24 hours, sooner if possible. The instructor’s office phone number, should only be used in situations where email access is not possible. Please note the turnaround time for office phone inquiries will be longer than email inquiries.

Course Schedule
The class is divided into four learning modules which correspond to each week of the course. The deadline, day of the week and time, for all assignments are given below.

Module 1 – Week 1: Team Composition, Organization and Leadership
This module explores what is known about selecting the right team members, setting up the most efficient and effective team organization, and selecting the most appropriate leadership structure for the team. These issues are examined in light of the resources constraints faced by many brand protection teams, with outcomes of this module focusing on how to overcome resource scarcity and maximize efficient use of existing capabilities.

♦ Readings

♦ Online Lectures
Available on Canvas

♦ Discussion Board Postings
Post an original comment to the Discussion Board topic for the week. Your comment must be posted by WEDNESDAY at 11:59 pm (Eastern time zone) of Week 1.

Post at least one response to another participant’s original post for the Discussion Board topic for the week. Your response must be posted by SUNDAY at 11:59 pm (Eastern time zone) of Week 1.

♦ Quiz
Complete Week 1 Quiz. Deadline: The quiz must be completed by Week 1 SUNDAY at 11:59 pm (Eastern time zone).
Module II – Week 2: Why Teams Succeed, and Why They Fail

While there is no magic formula for team success, there are several factors that differentiate successful teams from unsuccessful teams. Some of these factors are controllable, while others are not. This chapter will rely upon literature and research conducted on success and failure within teams and work groups, and will draw out several best practices that can be translated into any team or group. These best practices will leverage the general strengths of brand protection teams (e.g., multi-disciplinary, novel or unique within the organizational structure, etc.), while at the same time addressing several of the weaknesses that can be found within these teams (e.g., lack of focus, inability to quantify efforts, dealing with multiple masters).

♦ Readings

♦ Online Lectures
Available on Canvas

♦ Discussion Board Postings
Post a short bio as an informal introduction of yourself. Your bio must be posted by SUNDAY at 11:59pm (Eastern time zone) of Week 2.
Post an original comment to the Discussion Board topic for the week. Your comment must be posted by WEDNESDAY at 11:59pm of Week 2.
Post at least one response to another participant’s original post for the Discussion Board topic for the week. Your response must be posted by SUNDAY at 11:59pm of Week 2.

♦ Quiz
Complete Week 2 Quiz. Deadline: The quiz must be completed by Week 2 SUNDAY at 11:59 pm (Eastern time zone).

Module III – Week 3: The Role of Service-Based Teams

Brand protection teams typically reside within manufacturing organizations, yet, brand protection activities are not product-focused but rather reflect a type of internal service-delivery model. Importantly, the manufacturing mindset can be vastly different for a service-based mindset. This module explores the advantages and challenges related to approaching brand protection as a service delivery team within a manufacturing environment, rather than as a team that is a component of the manufacturing environment.

♦ Readings
Module III – Week 3: The Role of Service-Based Teams (continued)
Brand protection teams typically reside within manufacturing organizations, yet, brand protection activities are not product-

- **Online Lectures**
  Available on Canvas
- **Discussion Board Postings**
  Post an original comment to the Discussion Board topic for the week. Your comment must be posted by WEDNESDAY at 11:59pm (Eastern time zone) of Week 3.
  Post at least one response to another participant’s original post for the Discussion Board topic for the week. Your response must be posted by SUNDAY at 11:59pm (Eastern time zone) of Week 3.
- **Quiz**
  Complete Week 3 Quiz. Deadline: The quiz must be completed by Week 3 SUNDAY at 11:59 pm (Eastern time zone).

Module IV – Week 4: Overcoming Barriers, and Dealing with Success
There will be significant barriers that brand protection teams need to overcome over the course of their operation, some of which relate to initial team formation, while other only become apparent once the team is active and integrated within the business. Additionally, once the team begins to realize success from their activities it is vitally important that this success is properly managed so that expectations remain appropriate and the team does not use its wins to set itself up for future failures.

- **Readings**
- **Online Lectures**
  Available on Canvas
- **Discussion Board Postings**
  Post an original comment to the Discussion Board topic for the week. Your comment must be posted by WEDNESDAY at 11:59pm (Eastern time zone) of Week 4.
  Post at least one response to another participant’s original post for the Discussion Board topic for the week. Your response must be posted by SUNDAY at 11:59pm (Eastern time zone) of Week 4.
- **Examination**
  Complete the course examination. Deadline: The examination must be completed by Week 4 SUNDAY at 11:59 pm (Eastern time zone).
Additional Course Information/Details

Weekly Module Quizzes

Number
Quiz Week 1, Quiz Week 2, Quiz Week 3 (3 total)

Topics
Each quiz will cover concepts discussed in the assigned readings, and reinforced in the recorded lectures for that module/week.

Format
Quizzes will be timed and given via the course webpage. You will only have one chance to take the quiz so once you click on it to open it you must take it at that time. Exceptions to this rule will not be made under any circumstances. Quiz retakes due to technical difficulties are not allowed.

Deadline
Each quiz needs to be completed during the assigned week by the day and time indicated of that week in the Class Schedule.

Examination

Number
Examination Week 4 (1 total)

Topic
The examination will cover all weeks/modules, and address concepts learned via the readings and reinforced in the recorded lectures.

Format
The examination will be timed and given via the course webpage. You will only have one chance to take the examination so once you click on it to open it you must take it at that time. Exceptions to this rule will not be made for any circumstances. Examination retakes due to technical difficulties are not allowed.

Discussion Board Postings
To help ensure that participants understand the course material and engage with other participants, you are required to provide Discussion Board postings and responses throughout the course. The discussion board method of online communication is a great way to communicate with course peers, and to engage in collaborative learning. Additionally, communicating with fellow participants by reading and responding to others’ posts enables insightful and thoughtful discussion of the material.

Introductory Posting
In addition, during the first week each participant should provide a post with a short bio as an informal introduction of him/herself to the instructor and other participants.

Location of Posting
Discussion questions are posted on the course webpage.

Topics
The discussion questions are based upon the assigned readings for the week/module.

Number of Posts
During each week, you are required to make at least two posts:

- An original response to the discussion question
- A response to another participant’s original post

Deadline
These must be completed by the day and time indicated on the course schedule.

Weekly Interactive Chat Sessions
Each week participants will have the opportunity to chat live with the instructor via the course webpage. Participants can use this time to gain clarity on course materials, to discuss concepts and ideas, to inquire about topics of interest, or to generally engage in course-relevant interaction.

Time
These weekly sessions will be held Tuesdays at 1pm EST and Thursdays at 7pm EST of each week.

Location
Course webpage.
Online Classroom Policies
Assignment Deadlines
All assignments are to be completed according to the schedule.

Make-up Policy
Make-ups are not generally allowed, nor are excuses due to technical difficulties. The Instructor retains the discretion to consider any circumstance on a case-by-case basis.

Due Dates
Class assignments are to be turned in before their due date and the time of day as outlined in the Class Schedule. The Instructor reserves the right to not accept late assignments. Technical difficulties do not constitute a valid excuse and will not be sufficient to be given extra time on quizzes, examinations, or assignments.

Instructor Responsibility
The Instructor will make every effort to respond to all e-mails within 24 hours. The Instructor will also make timely announcements posted to the course website that contain important course updates. The Instructor will make a good-faith effort to have all assignments graded within one week from the date that they are turned in.

Participant Responsibility
It is the participant’s responsibility to ask questions for clarification and understanding when they are confused regarding the course material or class schedule. It is also the participant’s responsibility to stay on top of the course materials to ensure they do not fall behind. Participants are also expected to check the course website at least once a day to see if there are any new announcements. Participants will submit all quizzes, examinations, the case assignment, and discussion postings via D2L.

Communication Policy
Communication is key to your success as a participant in an online class. There are several methods of communication in the online environment, including e-mails and discussion board postings. The following communication policy outlines behaviors that are and are not appropriate in all methods of communication in the online class environment. Any questions about this policy should be addressed to the Instructor.

When communicating online, DO:
• Ask questions about class material
• Ask questions about assignments
• Respond to other participants’ postings in a way that will provoke conversation
• Reply to postings when you are addressed and generally display behaviors that encourage conversation

When communicating online, DO NOT:
• Share with others, or ask that others share, proprietary or sensitive corporate information
• Use offensive or abusive language
• Mock or make derogatory comments about anyone else’s posting
• Display inappropriate pictures or graphics
• Leave unanswered a posting that is addressed to you
• Hesitate to post a question that you have – remember, many participants may have the same question but are too afraid to ask so you are benefiting them as well by posting it

Academic Integrity Policy
Any form of academic dishonesty (e.g., cheating, plagiarism, etc.) will not be tolerated. The Instructor requires that all course work to be in compliance with MSU’s Academic Integrity Policy. Consequences of academic dishonesty may include an automatic Failure for the course at the Instructor’s discretion. For a thorough description of MSU’s Academic Integrity Policy, please consult the following website: https://www.msu.edu/unit/ombud/academic-integrity/index.html.
Online Classroom Policies (continued)

Recording Policies
Participants may not record lectures or any other classroom activities, and must use the materials and lectures only for their own course-related purposes.

Participants may share the recordings with other participants enrolled in the class. Sharing is limited to using the recordings only for their own course-related purposes.

Participants may not post the recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any participants whose voice or image is included in the recordings.

Classroom Civility/Etiquette Policy
Each participant is encouraged to help create an environment that promotes learning, dignity, and mutual respect for everyone. This applies to all aspects of the class, particularly communication and interactions. Participants who use offensive language, are verbally abusive, display deference or disrespect to others, or exhibit other inappropriate behaviors in the online class environment may be removed from the course.

Reasonable Accommodations Policy
MSU provides participants with disabilities reasonable accommodations to participate in educational programs, activities, or services. Participants with disabilities requiring accommodations to participate in class activities or meet course requirements should first register with the office of Participant Disability Services and then contact the Instructor as soon as possible.

Syllabus Preparation Policy
The Instructor reserves the right to change the syllabus and will provide participants with adequate notice of any changes as soon as possible.

For technical issues, participants may contact Kari Kammel at kkammel@msu.edu.