BRAND MANAGEMENT

COURSE SYLLABUS

1. General information

Course name: Brand management

Course code: MAR

Number of credits: 2

Faculty: Marketing

Instructors:

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2. Objectives

The aim of this course is to provide students with an in-depth understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. This course will cover topics ranging from the utilities of branding, steps to brand building, methods of measuring brand performance to strategies in managing brand portfolios as well as managing brands over time, geographic boundaries, and market segments.

3. Abstract

Many companies have come to the realization that one of the most valuable assets they have is the brand they have invested and developed over time. A strong brand can have a significant impact on consumer purchase decision as it communicates the value of the company and differentiate its products and services from other competitors. Good brand management is the key to maintaining the profitability of products and services in the long – term. However, with the arrival of many interactive communication tools, creating and nurturing a good brand is facing growing challenges as well as opportunities.

This course introduces students to a comprehensive and up-to-date treatment of the subject of brands, brand equity, and strategic brand management which is the design and implementation of marketing programs and activities to build, measure, and manage brand equity. Students will become familiar with relevant theoretical foundation and models of branding, coupled with practical insights which can help marketers enhance the long – term profitability of their branding strategies.

4. Teaching and learning methods

Lectures   : 24 hours

In class discussion & practice: 6 hours

5. Prerequisites

Principles of Marketing

6. Learning outcomes

At the conclusion of this course, the successful student will be able to:

1. Understand the key concepts of brands and brand management

2. Understand how to develop a brand strategy

3. Understand how to design and implement brand marketing program

4. Understand how to measure and interpret brand performance

5. Understand how to analyze the growth and sustainability of brand equity

7. Assessment criteria

Learning outcomes On successful completion of this course a student will:	Assessment criteria for pass The student can:
LO1 Understand how to describe the key concepts of brands and brand management	• Describe the characteristics of a brand • Explain the main concepts of branding • Explain the purpose of branding
LO2 Understand how to develop a brand strategy	• Explain customer – based brand equity and brand positioning • Describe brand resonance and the brand value chain
LO3 Understand how to design and implement brand marketing program	• Be able to choose brand elements to build brand equity • Understand how to design marketing programs to build brand equity • Understand how to integrate marketing communication options to build brand equity • Describe branding in the digital era • Explain how secondary brand associations can be used to build brand equity

LO4 Understand how to measure and interpret brand performance	• Understand how to develop a brand equity measurement and management system • Understand evaluation techniques to measure sources of brand equity • Explain methods to measure outcomes of brand equity
LO5 Analyze the growth and sustainability of brand equity	• Understand how to design and implement brand architecture strategies • Understand how to evaluate brand extension opportunities • Understand how to analyze the management of brands over time, geographic areas and market segment

8. Outlines

Chapter 1. Brands and Brands management

1.1. What is a brand?

1.2. Why do brands matter?

1.3. Branding challenges and opportunities

1.4. The brand equity concept

1.5. Strategic brand management process

Chapter 2. Customer – based brand equity and brand positioning

2.1. Customer – based brand equity

2.2. Sources of brand equity

2.3. Identifying and establishing brand positioning

2.4. Positioning guidelines

2.5. Defining a brand mantra

Chapter 3. Brand resonance and the Brand Value Chain

3.1. Building a strong brand: the four steps of brand building

3.2. The brand value chain

Chapter 4. Choosing brand elements to build brand equity

4.1. Criteria for choosing brand elements

4.2. Options and tactics for brand elements

10.4. Comprehensive models of consumer – based brand equity

Chapter 11. Measuring outcomes of brand equity: Capturing market performance

11.1. Comparative methods

11.2. Holistic methods

11.3. Brand valuation: a review of major approaches

Chapter 12. Designing and implementing brand architecture strategies

12.1 Developing a brand architecture strategy

12.2. Brand portfolios

12.3. Brand hierarchies

12.4. Corporate branding

Chapter 13. Introducing and naming new products and brand extensions

13.1. New products and brand extensions

13.2. Advantages of extensions

13.3. Disadvantages of extensions

13.4. Evaluating brand extension opportunities

Chapter 14. Managing brands over time, geographic boundaries and market segments

14.1. Reinforcing brands

14.2. Revitalizing brands

14.3. Adjustments to the brand portfolios

Chapter 15. Managing brands over geographic boundaries and market segments

15.1. Regional market segments

15.2. Global branding

15.3. Strategies for creating and managing global brands

9. Required textbooks

Kevin Lane Keller and Vanitha Swaminathan (2019), *Strategic Brand Management – Building, Measuring and Managing Brand Equity, 5th Edition*, Prentice Hall.

10. Suggested textbooks

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	**Chapter 1. Brands and Brands management**	● Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria ● What is a brand? ● Why do brands matter? ● Branding challenges and opportunities ● The brand equity concept ● Strategic brand management process _Suggested activity_ - Discuss what you would do to "brand" yourself if you were a brand	Before class: ● Reading the course's syllabus ● Read Chapter 1, _Strategic Brand Management, Keller and Swavanithan (2019),_ pp. 1 – 32
2	**Chapter 2. Customer – based brand equity and brand positioning**	● Customer – based brand equity ● Sources of brand equity ● Identifying and establishing brand positioning ● Positioning guidelines ● Defining a brand mantra	Before class: ● Read Chapter 2, _Strategic Brand Management, Keller and Swavanithan (2019),_ pp. 37 - 68
3	Chapter 3. Brand resonance and the Brand Value Chain	● Building a strong brand: the four steps of brand building ● The brand value chain _Suggested activity_ - Discuss how digital – platform based brands create customer engagement	Before class: ● Read Chapter 3, _Strategic Brand Management, Keller and Swavanithan (2019),_ pages 76 – 98

4	Chapter 4. Choosing brand elements to build brand equity	● Criteria for choosing brand elements
		● Options and tactics for brand elements
		  - Brand names
		  - URLs
		  - Logos and symbols
		  - Characters
		Suggested activity
		  - Discuss brand elements of some firms, for example, Puma and Addidas
			Before class:
			● Read Chapter 4, _Strategic Brand Management, Keller and Swavanithan (2019),_ pages 111-136

5	Chapter 5. Designing marketing programs to build brand equity	- New perspective on marketing - Integrating marketing - Product strategy - Pricing strategy - Channel strategy *Suggested activity* - Discuss private – label strategies	Before class: Read Chapter 5, *Strategic Brand Management*, *Keller and Swavanithan (2019)*, pages 147 – 166
6	Chapter 6. Integrating marketing communications to build brand equity Chapter 7. Branding in the digital era	- The new media environment - Four major marketing communication options - Brand amplifiers - Developing integrated marketing communication programs - Key issues for branding in the digital era - Brand engagement - Digital communications - Overview of social media paid channels - Mobile marketing, influencer marketing and content marketing *Activity* - Discuss the pros and cons of various social media channels (e.g. Facebook and Twitter) as digital marketing tools	Before class: Read Chapter 6 & 7, *Strategic Brand Management*, *Keller and Swavanithan (2019)*, pages 184 – 206

Slot	Main contents	Specific contents and activities	Student's tasks
7	Chapter 8. Leveraging secondary brand associations to build brand equity	● Conceptualizing the leveraging process ● Company ● Country of origin and other geographic areas ● Channels of distribution ● Co-branding ● Licensing ● Celebrity endorsement ● Sporting, cultural, or other events ● Third party sources *Suggested activity* - Pick a brand. Evaluate how it leverages secondary associations by using a social media celebrity.	Before class: ● Read Chapter 8, *Strategic Brand Management, Keller and Swavanithan (2019)*, pages 262 – 289
8	Individual mid-term test	● Individual mid – term test covers contents from slot 1 to slot 7	Before class: ● Revise for the mid-term exam
9	Chapter 9. Developing a brand equity measurement and management	● The new accountability ● Conducting brand audits ● Designing brand tracking studies ● Establishing a brand management system *Suggested activity* - Discuss the biggest challenges in conducting a brand audit. What steps should be taken to overcome them?	Before class: ● Reading Chapter 9, *Strategic Brand Management, Keller and Swavanithan (2019)*, pages 298 – 314.
10	Chapter 10. Measuring sources of brand equity: capturing customer mindset	● Qualitative research techniques ● Quantitative research techniques ● Social media listening and monitoring ● Comprehensive models of consumer – based brand equity *Suggested activity* - Describe how social media data can be utilizing in understanding brand perceptions	Before class: ● Reading Chapter 10, *Strategic Brand Management, Keller and Swavanithan (2019)*, pages 332 – 350.

Slot	Main contents	Specific contents and activities	Student's tasks
11	Chapter 11. Measuring outcomes of brand equity: Capturing market performance	● Comparative methods ● Holistic methods ● Brand valuation: a review of major approaches _Activity_ Discuss other advantages and disadvantages of the comparative methods.	Before class: ● Reading Chapter 11, _Strategic Brand Management, Keller and Swavanithan (2019)_, pages 370 – 382.
12	Chapter 12. Designing and implementing brand architecture strategies	● Developing a brand architecture strategy ● Brand portfolios ● Brand hierarchies ● Corporate branding _Suggested activity_ - Describe how a corporate brand is different from a product brand	Before class: ● Reading Chapter 12, _Strategic Brand Management, Keller and Swavanithan (2019)_, pages 396 – 416.
13	Chapter 13. Introducing and naming new products and brand extensions	● New products and brand extensions ● Advantages of extensions ● Disadvantages of extensions ● Evaluating brand extension opportunities _Suggested activity_ - Outline the key assumptions and success criteria for brand extensions ●	Before class: ● Reading Chapter 13, _Strategic Brand Management, Keller and Swavanithan (2019)_, pages 438 – 462.
14	Chapter 14. Managing brands over time Chapter 15. Managing brands over	● Reinforcing brands ● Revitalizing brands ● Adjustments to the brand portfolios ● Regional market segments ● Global branding ● Strategies for creating and managing	Before class: ● Reading Chapter 14 & 15, _Strategic Brand Management, Keller and Swavanithan (2019)_, pages 482

		global brands	– 568.
	geographic boundaries and market segments	_Activity_ Discuss some of the unique characteristics of brand building in emerging markets such as Vietnam	
15	Class revision	● Give an overview of contents from chapter 1 to chapter 15	

12. Grading policy

	Assignment	Importance
1	Class participation/In-class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 8th slot, students will be given a case study/a scenario with some relevance to the topics of brand management being discussed, and be asked to write an explanation of their point of view for a limited time.

Group Assignment

This assignment encourages students to apply knowledge and develop skills in brand management in a real case in order to become familiar with the reality of brand management activities.

Students will be assigned to groups of 4 – 5 members on a voluntary basis. Students will be required to pick a brand, assess its efforts to manage brand equity in the last five years and recommend which actions could be taken to be innovative and relevant. Students need to complete the following tasks:

Task 1: Describe and evaluate the brand's:

- Sources of brand equity
- Positioning
- Product strategy
- Pricing strategy
- Channel strategy
- Marketing communications
- Brand architecture

Task 2: How should the brand evolve in the next five years? How should its success be measured?

Task 3: Which key issues does your team consider for managing the brand over time?

Each group must submit a research report in the 14th slot.

Final exam

The final exam consists of from two to three essay questions that might be related to any topics related to brand management in the course.