

Strategic Brand Management gr. 1 (EM023M16)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Strategic Brand Management : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Claude CHAILAN

Lecturers

Instructor	Population	Email
Claude CHAILAN	Population	chailan@unistra.fr

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

More and more firms of all types have come to the realization that one of the most valuable assets they have is the brand name associated with their products or services. Since brands are intangible assets, creating and nurturing a strong brand is a challenge, particularly in fast-moving consumer goods, technological and luxury goods and in international markets, where brand identity and image can have a dramatic impact on purchasing decisions.

In this course, we will examine marketing strategies from a branding perspective, and address the most important issues involved in maximizing the value of existing brands and in building strong brands.

The course covers topics such as: creating brand positioning, measuring brand equity, using brand equity to expand a business, understanding brand management in order to deliver sustained customer value and create brand loyalty.

This course provides an overview of the ways in which brands are conceived, developed, launched, nurtured, and protected. It focuses on imparting techniques and strategies for developing brands, long-term.

The course will combine the most recent brand management knowledge with practical application, and develop a framework for understanding the essential ingredients of effective marketing of brands.

Educational organisation

In class

Lectures

In groups

Exercises

Case studies/texts

Interaction

Discussions / debates

Learning outcomes

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

- **Discuss** and critically evaluate the importance of brand relationships as they exist in the modern firm.
- **Demonstrate** a deep understanding of the dynamics and strategic dimension of brand management
- **Use** a methodology for analyzing brand identity, image, and brand value for customers and for the company
- **Develop** a robust understanding of the vital role brands play in today's business environment

Outline

Session 1

BRANDS WHAT FOR?

Session 2

THE TRIPLE BRAND CONTRACT

Session 3
WHAT MAKES STRONG BRANDS?

Session 4
BRAND EQUITY and BRAND VALUE

Session 5
THE BRAND TERRITORY

Session 6
BRANDS IN AN INTERNATIONAL SETTING

Session 7
BRANDS AND THE PASSING OF TIME

Session 8
FUTURE CHALLENGES FOR BRANDS

FINAL EXAM

Prerequisites

Key concepts to understand :

Knowledge of :

None

Teaching material

Documents in all formats

- Syllabus
- Transparencies in paper format
- Newspaper articles
- Case studies
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Recommended reading

Major works :

Here are some textbooks which you may have a look at, ranked by order of practical utility.

Combining the reading of one of these books with the sessions' material is an excellent way to better understand the keys to brand management, and also to implement them in your post-session assignment.

1. J. K. Johansson & K. A. Carlson (2014), Contemporary Brand Management, Sage Publications, ISBN 978-1452242873

Comment: This is the most concise and focused text about contemporary elements of branding and brand management. The book is not only present the branding theory, but also show the practical implication step-by-step. The narrative mini-case studies humanize the subject and make theory and process real.

2. Keller K.L. (2012), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Prentice Hall, 978-0132664257

Comment: This book is the traditional reference textbook in the field. However, it is now extremely expensive. Any earlier edition at a more reasonable price is as good an option

3. Kapferer, J.N. (2012), The New Strategic Brand Management: Advanced Insights and Strategic

Thinking, 5th edition, Kogan Page, ISBN 978-0749465155

Comment: Over the years this book has established a reputation as one of the leading works on brand strategy. Easy to understand diagrams which help retention and also drive the point. The writing style is not as fluent as Keller's one, but the price is much more reasonable, and the overall quality is excellent.

Articles

See recommended articles for each session in the course schedule: These readings are considered as fullfledged elements of the course and must be read before each session

Further reading :

Research works by EM Strasbourg :

- Chailan, C. (2011). Club Med: Is the Phoenix rising from the Ashes? ECCH, 511-060-1

Assessment

Intermediate evaluation / continuous assessment 1 :

written / in group / English / weighting : 25%

Intermediate evaluation / continuous assessment 2 :

oral / individual / English / weighting : 45%

additional information : Participation: We expect you to contribute to the learning of your classmates, both through class discussion and in collaboration on homework and the finals project. Class participation is based on three factors: Answers to questions about the readings to be prepared for each session Preparation of the 'Hot Topic in Brand Management this week' Participation to the debate following case studies presentations Active participation in the classroom, particularly workshops Good participation is defined as: - Active participation in case discussions, - Case studies/workshops preparation, - Readings preparation and discussion - Adding insights to discussions from course readings and your own knowledge and experience - Being respectful and prepared with thoughtful questions when other students are presenting, or when a guest speaker comes to class - Not using devices (phones, laptops) Specific grid for class participation assessment • 0: Surfing the net in the classroom, sending / receiving messages on your cel phones in the class-room • 20: People who don't attend class regularly and when they don't participate • 40: People who attend class but just sit and listen • 60: People who attend class and participate from time to time • 75: People who attend class and participate often • 85: People who attend class and participate often and also show particular and relevant interest in the classroom • 100: People who attend class and have excellent participation and constant and relevant interest in the classroom

Intermediate evaluation / continuous assessment 3 :

written / in group / English / weighting : 30%

additional information : Workshops' discussion, presentation and debate in the classroom

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.