

Brand management (EM054M4G)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Brand management : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Marketing
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	25

Coordinator

Antonella ZUCHELLA

Lecturers

Instructor	Population	Email
Antonella ZUCHELLA	Population	

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

Description

The course provides a comprehensive overview of brand management, starting from analysing the meaning and the components of a brand, to theories and models of brand management. Brand identity, image and positioning are discussed, as well as the determinants, dimensions and effects of brand equity. The contribution of behavioral science to brand management is provided, with examples and case studies. The last part of the course discusses the evolution of brand management, considering trends in brand communication, brand storytelling and branding with purpose and brand activism.

Educational organisation

In class

Lectures

In groups

Exercises

Case studies/texts

Oral presentations

Interaction

Learning outcomes

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

- **Outline** principles of brand management
- **Discuss** elements and theories of brand management
- **Apply** models of brand management
- **Analyze** evolution and problems in brand management
- **Appraise** outcomes of brand management decisions
- **Design** a comprehensive approach to modern brand management

Outline

1. Introduction to brand and brand management

2. Brand Audit (a)

What is a brand? An evolutionary perspective

What does a brand convey to its audience?

What are a brand key components?

Brand architecture

Brand identity card

Experimental sessions:

- Evaluation of some brands in terms of components and architecture: can you infer their audience? are they effectively conveying the desired message to their audience?

- Evaluation of some rebranding cases: why rebranding? When and How rebranding?

- Developing a brand identity card

3. Brand audit (2)

Brand awareness. Recall and recognition

Brand identity. How identity connects with values and strategy

Brand image. Its key determinants: associations and attitudes and their drivers

Brand positioning. Types of brand strategies and positioning.

Experimental sessions

- Exercises of brand recall and recognition in different industries and brand awareness assessment

- Exercises of brand image through brand associations

- Exercises of brand positioning through different criteria

4. Brand strategy

Setting Objectives and KPIs

Foundations of brand strategy: persona, propositions and benefits, positioning and re-positioning

Alternative paths to brand growth

Experimental sessions:

- Gucci case study

- PSG case study

5. Communication

Models of communication

Categories of media

Communication plan

Experimental sessions:

Parodontax case study

6. Brand equity and brand value

The determinants and the dimensions of brand equity

The effects of brand equity: purchase intentions, preference, satisfaction, loyalty, advocacy

Brand value and brand value rankings

Prerequisites

Key concepts to understand :

Knowledge of :

Foundations of marketing are useful, though not essential

Teaching material

Documents in all formats

- Newspaper articles
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Keller, K. L. (2000). The brand report card. Harvard business review, 78(1), 147-158.

Greyser, S. A., & Urde, M. (2019). What does your corporate brand stand for?. Harvard Business Review, (January February 2019), 82-89.

Further reading :

Holt, D. (2016). Branding in the age of social media. Harvard business review, 94(3), 40-50.

Research works by EM Strasbourg :

TBC

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / in group / English / weighting : 20%

additional information : 4 Intermediate evaluations for individual or group contributions to cases discussions and exercises. Each counts for 5%, overall they will count for 20% of final mark

Final assessment :

written / individual / English / weighting : 80%

additional information : Final evaluation on an individual written exam based on applying the course key contents to a brand. Evaluation will count for 80% of final mark

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.