

Understanding Brands (EM4R5M42)

Program	PGE
Module / ECTS / Path / Specialisation	Module :strategic marketing : 10 ECTS. <ul style="list-style-type: none">Operational and Strategic Marketing
Discipline	Strategy
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

James MOUREY JR.

Lecturers

Instructor	Population	Email
James MOUREY JR.	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 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

This course explores the specificities of marketing in terms of brands. Since brands are intangible assets, creating and nurturing a strong brand is a challenge, particularly international markets.

The brand identity and image can have a dramatic impact on purchasing decisions. The course first provides an overview of brands and branding starting from history, brand functions and brand equity issues.

It then delivers a set of tools used by brand managers for effective brand management. The course combines theory and practice as students will have an onsite visit of Omega in Bienne Switzerland.

Educational organisation

In class

Lectures

Learning outcomes

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

- **Recognize** the vital role brands play and use a methodology for analysing brand identity, image, and value for customers:
- **Compare** branding strategies in different sectors.
- **Differentiate** what is variable from what is non-negotiable in the brand identity.
- **Summarize** the dynamics and international dimension branding

Outline

Date Topic Readings / Assignments

Lecture 1 : What is a brand, why do brands matter? Can anything be branded ?

Lecture 2 : Brand Image Brand Identity and Positioning

Lecture 3 : Brand and products : identity and change

Lecture 4 : The Consumer Psychology of brand

Lecture 5 +6 : Onsite_Omega

Lecture 7 + 8 : Focus on Branding Luxury Watches

Prerequisites

Key concepts to understand :

Marketing basics

Knowledge of :

marketing, consumer behavior

Teaching material

Recommended reading

Major works :

Aaker, D. (2014), Aaker on branding, New York, Morgan James Publishing.
Aaker, D. and Keller, K.L. (1990), Consumer evaluations of brand extensions, Journal of Marketing, 54,1,27-41.
Fournier, S. (1997), Consumer and their brands: developing relationship theory in consumer research, Journal of Consumer Research, 24, 4, 343-373.
Kapferer, J.N. (2014), The new strategic brand management, advanced insights & strategic thinking, fifth edition, London, Koganpage.
Keller, K.L. (1993), Conceptualizing, measuring and managing customer-based brand equity, Journal of Marketing, 1-29.
Keller, K.L. (2000), The brand report card ,Harvard Business Review, January-February, 147-157.
Keller, K.L. (2013), Strategic Brand Management : building, measuring and managing brand equity, (Global edition) Harlow, Pearson.

Further reading :**Research works by EM Strasbourg :**

Assessment

Final assessment : exam week

written (120 min) / individual / English / weighting : 100%

additional information : final exam on all contents covered during the course and the onsite

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO4.2

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.