

# Brand Management

## Course Summary & Learning Outcomes

### Course Summary

Brands articulate a company's strategy, drive its execution, and are often the most valuable assets on (or off) the balance sheet. This course highlights the strategic implications of branding for organisations and delivers a framework and a set of tools for effective brand management. As such, this course is intended not only for students interested in branding and marketing, but also for those interested in consulting, entrepreneurship, and general management.

Too often, organisations make decisions without a clear consideration of their consequences for brand equity. Brand Management promotes a more holistic understanding of business based on the assumption that branding serves a fundamental strategic function. This course offers students the chance to combine theory and practice to understand the most important concepts in building strong brands, maximising the value of existing brands, and managing a brand portfolio. From a theoretical perspective, the course aims to introduce students to the issues faced by brand stewards and to provide an overall framework and a set of more specific tools to manage these issues, paying special attention to emerging topics in branding. From a practical perspective, the course objective is to show how the principles learned in class apply to real-world problems by making extensive use of examples, cases, in-class exercises, and guest speakers.

Each session will focus on a specific brand management issue by combining case discussions, interactive lectures, and guest speakers' presentations. The case discussions are designed to introduce and illustrate the complexities associated with branding. The lectures blend theory with practical examples and in-class exercises and put a special emphasis on input from students' own experience, both as consumers and managers. The guest speakers bring their own expertise and illustrate how specific problems can be addressed. By the end of the course, students will understand the important issues in planning and evaluating brand strategies and the appropriate concepts and techniques to improve their long-term profitability.

**Credit: 11**

## Material

All materials will be posted on Canvas. The readings are meant to supplement the class sessions. There is no compulsory textbook for this course. For optional background reading, I recommend Strategic Brand Management (Prentice-Hall), by Kevin Lane Keller.

## Classroom Etiquette

- Mobile phones, laptops, and other electronic devices **MUST** be turned OFF during class.
- Lectures will not be recorded. If students need to go over topics discussed in class, they can rely on the materials available on Canvas, talk to their classmates, and/or meet with me.
- **A seating chart determines students' seats. Students are expected to be in the assigned seat for the duration of the course.**
- Be yourself, and respect others, their opinions, and their views. Please keep questions and comments concise and to the point.

## Learning Outcomes

**On successful completion of this course, you will be able to:**

- Understand the important issues in planning and evaluating brand strategies.
- Understand the appropriate concepts and techniques to improve brand's long-term profitability.

## Assessment Information & Policies

<b>Assessment</b>	<b>Weighting</b>	<b>Group/Individual</b>
Class Participation	20%	Individual
Mystery Shopping	5%	Individual
1 Minute Cacharel Quiz	Not graded	Individual
Short Assignments 1) Cacharel 2) Burberry	10%	Individual
Case Write Up	20%	Individual
Brand Audit Group Project	45%	Group