

BRAND MANAGEMENT

Course code	GRAV022
Course title	Brand Management
Type of course	Compulsory
Level of course	Graduate
Department in charge	Graduate school
Year of study	1 st
Semester	2 nd
Number of credits	6 ECTS; 36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)
Lecturer	Andrius Grigorjevas, andgri@faculty.ism.lt
Prerequisites	None
Form of studies	Graduate Studies in Social Science
Teaching language	Consecutive (evening) English

Goal of the Course

The study of brand management is considered a crucial area in marketing and business curriculum as brands are one of the most valuable assets a company can have in today's highly competitive marketplace. An understanding of the psychological aspects of consumers' awareness, preference, and loyalty to brands is vital in developing long-term company growth. The course aims to develop the necessary knowledge and skills needed to prepare the managers to create an enduring advantage for their products in a competitive marketplace. It deals with important issues both at the individual product and the firm level and is designed both for those anticipating careers in brand and product management as well as for those with an interest in marketing management or general management.

Particular emphasis is placed on hands-on experience of analyzing, assessing and managing brands.

Learning Outcomes of the Course

On completion of this course successful students will:

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Increase understanding of the important issues in planning and evaluating brand strategies	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam
CLO2. Provide the appropriate theories, models and other tools to make better branding decisions	Lectures, seminars, self study	Participation, real case analyses, brand audit and final exam
CLO3. Provide a forum for students to apply branding principles in practice	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam
CLO4. Gain an in-depth knowledge on the planning and implementation of a branded product	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam
CLO5. Develop skills of brand analysis, draw reasonable interpretations and objective judgements	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam
CLO6. Develop skills of presenting research / field work findings	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam

Quality Assurance Measures

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (case studies). Continuous student feedback will be encouraged and accommodated to continuously improve class experience.

Cheating Prevention

Course will apply zero tolerance policy towards plagiarism, following the rules of the University. To avoid plagiarism, reference your work using the Harvard system. Assignments need to follow the APA referencing style..

Course Content

CLASS DATE	TOPICS	CLASS HOURS	ASSESSMENT DUE DATES
FEB 4	1. Brands and Brand Management. Course overview. Main principles and topics. Definition of the brand vs product. The brand equity concept. Brand from the consumer's perspective. Strategic brand management process.	4	
FEB 6	2. Customer-based BE. Customer insights and brand-building frameworks CBBE model (Customer-based brand equity). Sources of brand equity (BE). Brand building process, frameworks and tools. The importance of context and framing practices	4	
FEB 7	3.Brand positioning. Understanding category logic. Frame of reference for brand positioning. POPs (points of parity) & PODs (points of difference). Brand associations.	4	
FEB 11	4.Branding strategies: secondary associations and brand elements Branding strategies: brand architecture, brand hierarchy. Cause branding. Brand building elements: names, logos, characters, slogans and packaging. Criteria for choosing brand elements.	4	REAL CASE ANALYSIS: BRAND BUILDING (GROUP TASK)
FEB 13	5. Product strategy and brand extensions. Product analysis and strategy. Product – brand relationship. Value pricing. New products and brand extensions. Communicating products.	4	
FEB 14	6. Brand storytelling and communication IMC (Integrated Marketing Communications): brand building communication planning. Criteria for IMC campaigns. Brand story elements and communication strategies. Brands and digital channels.	4	BRAND AUDIT (INDIVIDUAL TASK)
FEB 18	7. Managing Brands over time. Sources of brand innovation. Reinforcing brands. Revitalizing brands. Adjustments to the brand portfolio. Brand innovation: channels, content, experience.	4	
FEB 20	8. Creating brand experience. Adapting to change: trends Customer journey, customer experience strategy. Understanding change and using trends as opportunity.	4	REALCASE ANALYSIS: CREATING BRAND ACTION PLAN (GROUP TASK)
MAR 21	9. Brand performance and tracking. Brand platform and adjusting action Measuring brand performance: The brand value chain. Brand tracking studies. Measuring sources of brand equity.	4	

Assessment methods

ASSESSMENT	GRADE WEIGHT, %
REAL CASE ANALYSIS: BRAND BUILDING (GROUP TASK) -using given brand frameworks to define a brand concept	20
BRAND AUDIT (INDIVIDUAL TASK) -creating brand audit report on pre-selected brands	10
REAL CASE ANALYSIS: CREATING BRAND ACTION PLAN (GROUP TASK) -creating brand action platform for pre-selected brands	20
FINAL WRITTEN EXAM - open questions on critical brand management concepts	50
TOTAL	100

REAL CASE ANALYSIS: BRAND BUILDING (GROUP TASK)

The task will require to apply brand building frameworks in order to define a possible positioning for a new market entry brand. The work will be evaluated based on how well actionable product, category and consumer insights are transformed into a clear brand definition.

Work format: 3-4 students per group, live presentation (7-10 minutes) and slide-deck submission (10-15 slides)

BRAND AUDIT

Students will be asked to conduct a brand audit using the categories and principles outlined during the lectures. The presentation should include both critical assessment of the present brand situation and recommendations for corrective actions. Submission format - presentation (10-15 slides).

CASE ANALYSIS: CREATING BRAND ACTION PLAN

The task - creating a grounded action plan that is based on strategic initiatives for a given brand. The students are expected to use frameworks presented during the lectures

Work format: 3-4 students per group, live presentation (7-10 minutes) and slide-deck submission (10-15 slides)

FINAL WRITTEN EXAM

The exam will include open questions related to brand building and development - both theory and practical implementation. Students will be expected to critically evaluate given concepts or frameworks and to provide individual perspective on the subject matter.

RETAKE

Students can retake only the final exam (50% of the grade). Real Case Analyses and Brand Audit can not be retaken.

Teaching methods

Lectures, in-class discussions, individual and group assignments.

Required Textbook

Keller, K.L. (2012). *“Strategic Brand Management: Building, Measuring and Managing Brand Equity”*. Upper Saddle River: Prentice Hall

Additional Suggested Reading

1. Kapferer, J.N. (2000). *Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London: Kogan Page.
2. Hill, S., Lederer, C. (2001). *The Infinite Asset: Managing Brands to Build New Value*. Boston: Harvard Business School Press.
3. Aaker, D.A., Joachimsthaler, E. (2000). *Brand Leadership: Building Assets in the Information Society*. New York: The Free Press.
4. Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.

5. Aaker, D.A. (1996). *Building Strong Brands*. New York: The Free Press.
6. Temporal, P. (2002). *Advanced Brand Management*. John Wiley & Sons (Asia).
7. Kotler, P (2000). *Marketing Management*. Upper Saddle River: Prentice-Hall, Inc.

Because the course deals with rather dynamic knowledge domain, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (handed out in class or indicated for downloading from the Internet). This is to assure up to date actuality of the course topics.

Class notes (slide handouts) and certain assignments will be prepared for each class and available for downloading one day after the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without her written consent.

Role of the subject in reaching learning outcomes of International Marketing and Management programme

Special learning outcomes	CLO	
S1. Demonstrate knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides with opportunity for originality in developing, applying and implementing ideas in the areas of international management and international marketing	CLO1, CLO3, CLO5	CLO2, CLO4,
S2. Analyse and assess internal and external international business environment and derive managerial decisions on company's governance and international expansion and based on a set of environmental factors in particular business situation, having particular regard to the importance of cultural aspects in international business.	CLO2, CLO5	CLO3,
S3. Analyse and assess the peculiarities of global business environment and shifts in geo-economical situation, putting a particular emphasis on emerging economies and their role in international business environment.		
S4. Have the ability to formulate judgments and take socially and ethically responsible decisions in global business environment.	CLO5	
S5. Be able to model various business situations using principles of system dynamics; be able to use contemporary modelling software for macro economical analysis		
S6. Analyse and critically evaluate various real-life business examples, situations and experiences in dealing with multiple international management functions (international human resource management, international consumer behaviour issues, international marketing and negotiation strategies, advanced corporate finance issues, innovation management and marketing communication matters); be able to analyse mentioned functions both separately and in integrative manner.	CLO2, CLO5	CLO3,
S7. Conceptualize, research and write a state of the art review of a chosen area of investigation and generate empirical data on the phenomenon under investigation; be able to evaluate the appropriateness of the use of qualitative and quantitative research methods in particular context; be able to use advanced qualitative techniques and quantitative data analysis methods.	CLO3, CLO6	CLO5,
General learning outcomes		
G1. To apply modern information technologies in the data gathering, analysis and communication.	CLO3,	CLO6
G2. To apply a systematic, critical and constructive thinking in problem identification and solving.	CLO1, CLO3, CLO5,	CLO2, CLO4, CLO6
G3. Have abilities to communicate the knowledge to specialist and non-specialist audiences clearly and unambiguously.	CLO5,	CLO6
G3. Develop a range of personal skills including argumentation, evaluation, problem identification and solving, interactive and group skills, self-appraisal, cross-cultural teamwork.	CLO1, CLO3, CLO5,	CLO2, CLO4, CLO6
G4. To prepare research papers according to proper language, writing style and general bibliographic citation requirements.	CLO3,	CLO6
G5. To develop independent learning skills necessary to continue studies on a higher level.	CLO1, CLO3, CLO5,	CLO2, CLO4, CLO6