



## BRAND MANAGEMENT

<b>Course code</b>	GRAV022
<b>Course title</b>	<i>Brand Management</i>
<b>Type of course</b>	<i>Compulsory</i>
<b>Level of course</b>	<i>Graduate</i>
<b>Year of study</b>	<i>1<sup>st</sup></i>
<b>Semester</b>	<i>2<sup>nd</sup></i>
<b>Number of credits</b>	6 ECTS; 36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)
<b>Lecturer Prerequisites</b>	<i>Prof.dr.Monika Maciuliene monmac@ism.lt</i>
<b>Form of studies</b>	<i>None</i>
<b>Teaching language</b>	<i>Graduate Studies in Social Science Consecutive (evening) English</i>

### 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. Differentiate between appropriate theories, models and other tools that help to make better branding decisions in organizations.	Lectures, seminars, self study	Participation, real case analyses, brand audit and final exam
CLO3. Apply branding principles in practice in a students' forum format.	Lectures, seminars, self study, home assignments	Participation, real case analyses, brand audit and final exam
CLO4. Develop 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. Perform brand analysis, draw reasonable interpretations and objective judgements out of it.	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	TOPICS	CLASS HOURS	ASSESSMENT DUE DATES
1	<b>1. Brands and Brand Management.</b> 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	
2	<b>2. Customer-based BE. Customer insights and brand-building frameworks</b> 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	
3	<b>3.Brand positioning.</b> Understanding category logic. Frame of reference for brand positioning. POPs (points of parity) & PODs (points of difference). Brand associations.	4	
4	<b>4.Branding strategies: secondary associations and brand elements</b> Branding strategies: brand architecture, brand hierarchy. Cause branding. Brand building elements: names, logos, characters, slogans and packaging. Criteria for choosing brand elements.	4	BRAND BUILDING (GROUP TASK)
5	<b>5. Product strategy and brand extensions.</b> Product analysis and strategy. Product – brand relationship. Value pricing. New products and brand extensions. Communicating products.	4	
6	<b>6. Brand storytelling and communication</b> 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)
7	<b>7. Managing Brands over time. Sources of brand innovation.</b> Reinforcing brands. Revitalizing brands. Adjustments to the brand portfolio. Brand innovation: channels, content, experience.	4	
8	<b>8. Creating brand experience. Adapting to change: trends</b> Customer journey, customer experience strategy. Understanding change and using trends as opportunity.	4	CREATING BRAND ACTION PLAN (GROUP TASK)
9	<b>9. Brand performance and tracking. Brand platform and adjusting action</b> 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
<b>TOTAL</b>	<b>100</b>

**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.