

Strategic Brand Management

Introduction

This module takes a strategic approach to branding. It considers a broad range of tools, techniques and theories that help build equity and so drive brand performance. It provides students with deep knowledge and skills necessary to manage brands strategically in practice. Based on relevant theoretical frameworks and tools, students train the ability to develop brand strategies based on market information and to manage a portfolio of brands strategically, including making decisions in a simulated brand environment.

Course Objectives

- Help students develop fluency with the core principles associated with branding
- Teach students the strategic significance of the role of brands in creating shareholder value.
- Help students understand the rules of branding and how to make effective use of them.

Course Learning Outcomes

- Develop strategic goals based on market information to manage brands strategically and successfully in the competitive business environment.
- Define core terms such as brand, brand equity, positioning, and brand architecture.
- Understand brand elements that help build brand equity.
- Appreciate how marketing and in particular marketing communications help build brand equity.
- Develop an appreciation of how to measure brand equity and a range of performance related outcomes.
- Design and implement brand strategies that consider brand naming, brand extension, brand stretching, and brand architecture.
- Develop a strategic brand management plan for a strategic business unit by applying central theories, concepts and metrics in relevant ways to analyze, evaluate and critically reflect upon the concrete case situation.

- Appreciate the challenges of managing a brand over time and geographical boundaries.

Content

1. Strategic brand analysis
2. Brand identity
3. Brand creation
4. Brand architecture
5. Brand building
6. Brand positioning
7. Managing brand relevancy over time
8. Managing brand equity
9. Brand extension
10. Brand design and brand messaging
11. Revitalizing brands
12. Global brands
13. Ethics in branding

Text Book and References

1. Kotler and Keller (newest edition). A framework for marketing management. Pearson
2. de Chernatony, L., M. McDonald and E. Wallace (2011) Creating Powerful Brands Creating powerful brands, Butterworth-Heinemann, Oxford.