

Strategic Brand Management

EM023M16B1

Program

PGE
Visitants

UE

Strategic Brand Management

Semester

B

Discipline

Marketing

Contact hours

27 Hof which 9 is/are e-learning

Number of spots

45

ECTS

5

Open to visitors

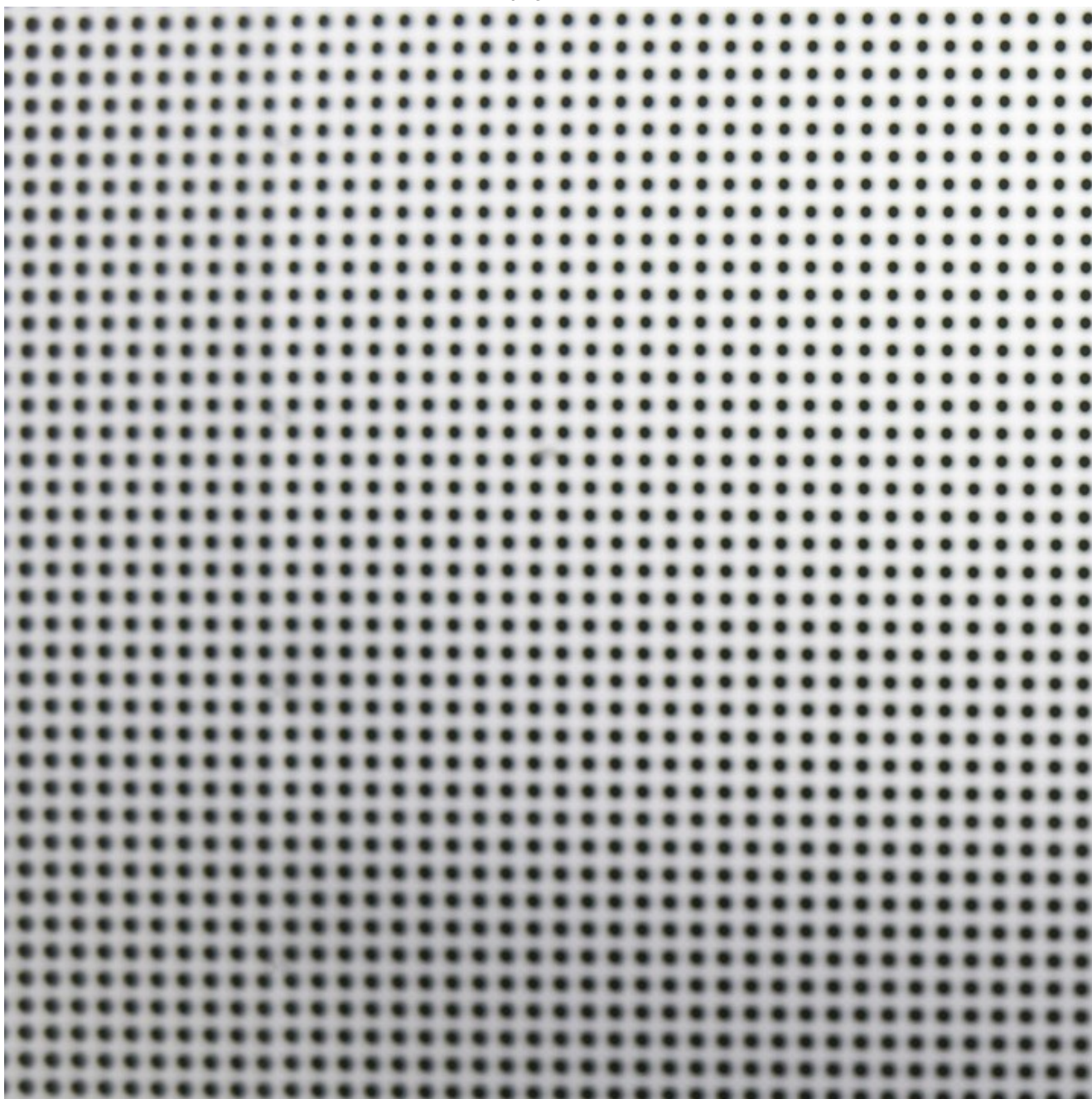
Yes

Language



Coordinator

Marie HENRY



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Marie HENRY	marie.henry@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

More and more firms of all types have come to the realization that one of the most valuable assets they have is the brand name associated with their products or services. Since brands are intangible assets, creating and nurturing a strong brand is a challenge, particularly in fast-moving consumer goods, technological and luxury goods and in international markets, where brand identity and image can have a dramatic impact on purchasing decisions.

In this course, we will examine marketing strategies from a branding perspective, and address the most important issues involved in maximizing the value of existing brands and in building strong brands.

The course covers topics such as: creating brand positioning, measuring brand equity, using brand equity to expand a business, understanding brand management in order to deliver sustained customer value and create brand loyalty.

This course provides an overview of the ways in which brands are conceived, developed, launched, nurtured, and protected. It focuses on imparting techniques and strategies for developing brands, long-term.

The course will combine the most recent brand management knowledge with practical application, and develop a framework for understanding the essential ingredients of effective marketing of brands.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Present** an understanding of personal conclusions on innovative and sustainable business models supported by research and clear rationale.
 - - (level 3) **Use** business models to effectively design and lead business strategies.
 - - (level 4) **Examine** (critically) the concept of business model, and its significant role in a company's strategy, effective management practice and overall success.
 - - (level 5) **Develop** the ability to assess the strengths and limitation of various business models, and determine their appropriate use, and explain why.
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1

BRANDS WHAT FOR?

1. The origins of brand and branding
2. The brand functions

Readings

- Breneiser, J.E., Allen, S.N. (2010). Taste Preference for Brand Name versus Store Brand Sodas. North American Journal of Psychology, 13 (2), 281-290

Workshop

Food for thought

- Le Monkhouse L., Barnes B.R., Hanh Pham, T.S. (2013). Measuring Confucian values among East Asian Consumers: a four countries study. Asia Pacific Business Review, 19 (3), 320-336

Session 2

THE TRIPLE BRAND CONTRACT

1. Legal
2. Time perspective
3. Emotional

Readings

- Dawar, N., Bagga, C. (2015), A Better Way to Map Brand Strategy, Harvard Business Review, June

Workshop

- Angela Ahrendts, (2013). Burberry's CEO on Turning an Aging Icon into a Global Luxury Brand. Harvard Business Review, January-February, 1-5

Food for thought

- Supplementary note 1: Basic Facts About Trademarks, USPTO, 2014

Session 3

WHAT MAKES STRONG BRANDS?

1. Brand image, brand identity and brand DNA
2. Assessing customers' brand sensitivity through conjoint analysis

Readings

- Haire, M. (1950), Projective Techniques in Marketing Research, Journal of Marketing, April, Volume 14, 649-656

- Stöckigt, G., Schiebener, J., Brand, M. (2018). Providing sustainability information in shopping situations contributes to sustainable decision making: An empirical study with choice-based conjoint analyses. *Journal of Retailing and Consumer Services*, vol. 43, 188-199

Workshop 1

Assessing a brand's identity

Workshop 2

Which car do you prefer?

Session 4

BRAND EQUITY and BRAND VALUE

1. Brand is power: CBBE

2. Brand is value: FBBE

Readings

- Koll, Oliver; von Wallpach, Sylvia; Kreuzer, Maria (2010). Multi-Method Research on Consumer-Brand Associations: Comparing Free Associations, Storytelling, and Collages. *Psychology and Marketing*, 27 (6): 584-602

Case study

Chailan, C. (2018). Bacardi vs Pernod-Ricard: Havana Club Rum Guerilla

Food for thought

- Supplementary note 2: BrandZ report 2015

- Supplementary note 3: Kantar brand footprint 2015

- Supplementary note 4: Lambin on conjoint analysis

Session 5

THE BRAND TERRITORY

1. The brand territory concept

2. Brand architecture and brand extensions

3. Brand portfolio

4. Co-branding

Readings

- Strebinger A. (2004). Strategic Brand Concept and Brand Architecture Strategy - A Proposed Model. *Advances in Consumer Research*, vol. 31, 656- 661

Case study

Avery, J., Junker, T., Beyerddorfer, D. (2016). Longchamp. HBP 9-316-086

Food for thought

- Chailan, C. (2013). The Influence of Key Capabilities on Brand Portfolio-Based Competitive Advantage. *International Journal of Trade and Global Markets*, 6 (2), 182-201

Session 6

BRANDS IN AN INTERNATIONAL SETTING

1. Brands and internacionalisation: the strategic options

2. Country-of-Origin as a distinctive advantage

Readings

- Chailan, C. (2015), Branding from Emerging Countries: How to compete internationally? *Critical Perspectives on International Business*, 11 (1), 54-71

Workshop

Pisco, cognac or whiskey?

Case study

L'Oréal Global Brand - Local Knowledge, CCMP 9-311-118

Food for thought

Supplementary note 5: GIs in the US EU TTIP Negotiations

Supplementary note 6: Handbook on GI

Session 7

Marcar en países de bajo ingresos y en países de alto ingresos

1. Strategies for LIC: Recruitment and education

2. Strategies for HIC: Hypersegmentation

Readings

- Chailan, C. (2015). Branding from Emerging Countries: How to compete internationally? *Critical Perspectives on*

International Business,11 (1), 54-71

Case study

Chailan, C. (2011). Club Med: Is the Phoenix rising from the Ashes? ECCH, 511-060-1

Food for thought

- Eyring, M.J., Johnson, M.W., Nair, H. (2011), New Business Models in Emerging Markets, Harvard Business Review, Jan-Feb, 89-95

Session 8

BRANDS AND THE PASSING OF TIME

1. Is the lifecycle relevant for brands?

2. Brands' revitalization process

3. Relaunching old brands

Readings

- Lodish, L. M., Mela, C. F. (2007). If Brand are Built Over Years, why are They Managed over Quarters? Harvard Business Review, July/August

Workshop

Brands from the past?

Case study

Abelli, H. (2007). Mountain Man Brewing Company: Bringing the Brand to Light. Harvard Business Publishing, 2069-PDF-ENG

Session 9

FUTURE CHALLENGES FOR BRANDS

1. Brand dilution

2. Counterfeiting

3. Branding in a sustainable perspective

Readings

- Cuervo Cazorra, A. (2016). Corruption in International Business. Journal of World Business, 51 (1), 35-49

Case study

Claude Chailan, (2015). Al Marsa Fisheries: Sustainability Put into Practice

FINAL EXAM

No prerequisite has been provided

Knowledge in / Key concepts to master

None

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

No items in this list have been checked.

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Here are some textbooks which you may have a look at, ranked by order of practical utility.

Combining the reading of one of these books with the sessions' material is an excellent way to better understand the keys to brand management, and also to implement them in your post-session assignment.

1. J. K. Johansson & K. A. Carlson (2014), Contemporary Brand Management, Sage Publications, ISBN 978-1452242873

Comment: This is the most concise and focused text about contemporary elements of branding and brand management. The book is not only present the branding theory, but also show the practical implication step-by-step. The narrative mini-case studies humanize the subject and make theory and process real.

2. Keller K.L. (2012), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Prentice Hall, 978-0132664257

Comment: This book is the traditional reference textbook in the field. However, it is now extremely expensive. Any earlier edition at a more reasonable price is as good an option

3. Kapferer, J.N. (2012), The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th edition, Kogan Page, ISBN 978-0749465155

Comment: Over the years this book has established a reputation as one of the leading works on brand strategy. Easy to understand diagrams which help retention and also drive the point. The writing style is not as fluent as Keller's one, but the price is much more reasonable, and the overall quality is excellent.

Articles

See recommended articles for each session in the course schedule: These readings are considered as fullfledged elements of the course and must be read before each session

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. SESSION 3 ET 5 ET 9

Written and oral (30 Min.) / Group / English / Weight : 50 %

Details : Case Studies

Final evaluation Exam week

Written (120 Min.) / Individual / English / Weight : 50 %