

# Contemporary Branding - Practices & Perspectives (sem A)

**EM023M2QA1**

## Program

**PGE**  
Visitants

## UE

Contemporary Branding - Practices & Perspectives

## Semester

A

## Discipline

Marketing

## Contact hours

**27 H**

## Number of spots

40

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Claude CHAILAN



## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claude CHAILAN	<a href="mailto:chailan@unistra.fr">chailan@unistra.fr</a>	27 h

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## Pedagogical contribution of the course to the program

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

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## 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 corporate 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. 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.

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.

Also, the many challenges that brands will have to face in the years to come are identified as for example: market fragmentation, erosion of the middle class, expansion of brands from emerging countries, political responsibility of brands, etc.

Ways to adapt to these issues are identified and presented in detail.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises

- Case studies/texts

## Interaction

- Discussions/debates

## Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 3) **Demonstrate** a deep understanding of the dynamics and strategic dimension of brand management
  - - (level 3) **use** a methodology for analyzing brand identity, image, and brand value for customers and for the company
  - - (level 4) **Analyze** the brand identity, its image, and the brand value for customers
  - - (level 5) **Develop** a robust understanding of the vital role brands play in today's business environment
  - - (level 6) **incorporate** branding in any today and tomorrow's managerial perspective
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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**

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## Outline

Session 1  
BRANDS WHAT FOR?

Session 2  
THE TRIPLE BRAND CONTRACT

Session 3  
WHAT MAKES STRONG BRANDS?

Session 4  
WORKSHOP

Session 5  
BRAND EQUITY and BRAND VALUE

Session 6  
THE BRAND TERRITORY

Session 7  
BRANDS IN AN INTERNATIONAL SETTING

Session 8  
BRANDS AND THE PASSING OF TIME

Session 9  
FUTURE CHALLENGES FOR BRANDS

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**No prerequisite has been provided**

Knowledge in / Key concepts to master

None

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**Teaching material**

Mandatory tools for the course

**No items in this list have been checked.**

Documents in all formats

- Photocopies
- Newspaper articles
- Case studies/texts
- Other :

Moodle platform

- Upload of class documents
- Other :

Software

**No items in this list have been checked.**

Additional electronic platforms

**No items in this list have been checked.**

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## 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. Chernev, A. (2020). Strategic Brand Management, 3rd Edition. Cerebellum Press, ISBN 978-1936572625

My comment: The discipline of brand management decoded and very well explained in relatable terms. Good value for money

2. 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.

3. 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

4. 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

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### Additional literature

For each session, I propose some 'food for thought' material which consists of articles, supplementary notes, links to internet sites, etc. which might be of interest to participants who would wish to dig deeper into the topic of the session.

The reading of this material is totally OPTIONAL.

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## **EM Research: Be sure to mobilize at least one resource**

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

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

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## Assessment

## List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : all sessions

Oral (30 Min.) / Individual / English / Weight : 30 %

**Details :** Questions on readings planned for each session, and class participation

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO4.1-PGE, ILO4.2-PGE**

**Intermediate assessment / continuous assessment 2** Other (date, pop quiz, etc.) : All sessions

Written (30 Min.) / Group / English / Weight : 35 %

**Details :** Case study presentation

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO4.2-PGE**

**Final evaluation** Other (date, pop quiz, etc.) : After the last session

Written (30 Min.) / Individual / English / Weight : 35 %

**Details :** online format after the latest session, in the form of a multiple choice questionnaire

**This evaluation is used to measure ILO1.2-PGE, ILO4.2-PGE**