

Strategic Brand Management

EM023M16B1

Program

PGE
Visitants

UE

Strategic Brand Management

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

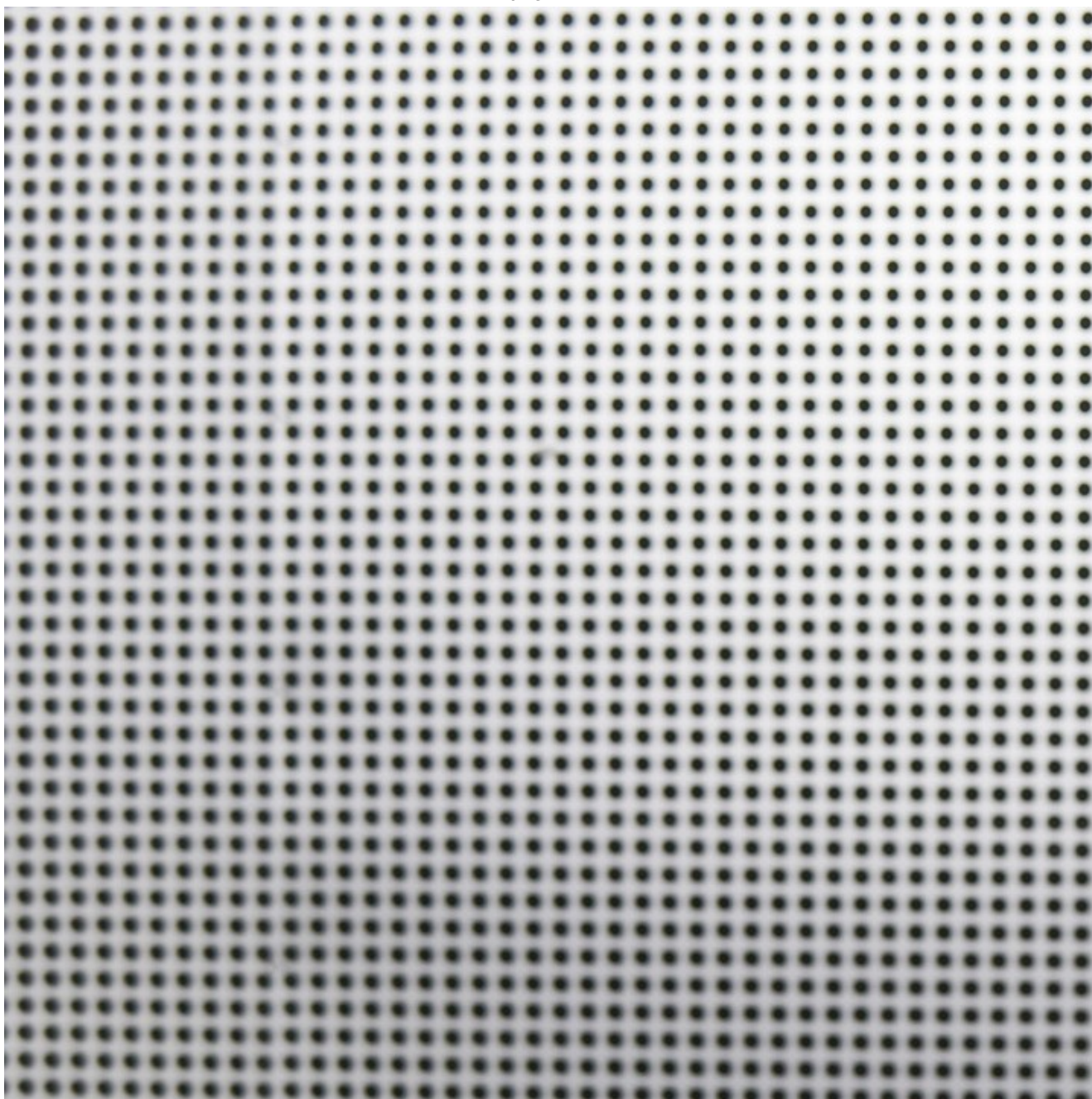
Yes

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

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

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

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
- Oral presentations
- 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 6) **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

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

Assessing a brand's identity

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

Case study

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

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Session 6

BRANDS IN AN INTERNATIONAL SETTING

1. Brands and internacionalisation: the strategic options
2. Country-of-Origin as a distinctive advantage

Readings

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Workshop

Case study

L'Oréal Global Brand

Session 7

1. Strategies for LIC:Recruitment and education
2. Strategies for HIC:Hypersegmentation

Case study

- 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

Workshop

Brands from the past?

Case study

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

CASE STUDY FINAL PRESENTATION

FINAL EXAM

No prerequisite has been provided

Knowledge in / Key concepts to master

No prerequisite has been provided.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts
- Syllabus

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Major works :

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

Major works :

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

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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 Other (date, pop quiz, etc.) : SESSION 1 /3/5/9

Written and oral / Group / English / Weight : 50 %

Final evaluation Exam week

Written / Individual / English / Weight : 50 %