

## **Brand Management**

**(MCO6012E)**

**Syllabus  
Winter Term  
2020/2021**

<b>Time / Place / Start</b>	see <a href="#">LSF</a> (+ Moodle)
<b>Weekly hours</b>	4 (45 minutes) for the first half of the semester
<b>ECTS-Credits</b>	3 (workload of 30 contact hours and 60 hours of self-study)
<b>Level</b>	Advanced
<b>Prerequisites</b>	Basic knowledge in marketing is recommended; English language skills (min. B2)

### **Overview / main course topics:**

A brand can simplify the consumers' decision making, reduce risk and set expectations – and thus, assist the consumers in a world of increasing complexity in which they face more choices with less time to make them. That way, strongly held beliefs and attitudes regarding the brand are established in the minds of the customers – which is by far not that easily reproducible like manufacturing processes or factory designs. Therefore: The brand names associated with their products and services is one of the most valuable assets for companies and organizations. A strong brand is a strong competitive advantage.

The lecture focuses on how to build, measure and manage a brand and gives an insight into important topics and fields like:

- The notion “brand” and branding approaches
- Branding systems and branding strategies
- Brand development and brand positioning
- Brand management and brand controlling

### **Learning objectives:**

After completing this course, students...:

- ... are capable to define the role of (the different kinds of) brands and to delineate the advantages to create strong brands.
- ... know - and are able to apply - alternative branding strategies and methods, strategies to design a brand architecture and brand hierarchies as well as approaches to measure brand equity.
- ...are capable of evaluating how to adjust branding strategies over time and across geographic boundaries.

**Course contribution to Master programs' common learning goals:**

<b>Goal</b>	<b>Learning Objectives</b>	<b>Course Contributions to Goal</b>	<b>Assessment</b>
<b>1 Responsible leadership in organizational contexts</b>	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts	Knowledge of the role and importance of brand management in globally acting organizations  Knowledge of concepts, models and instruments of brand management  Understanding of the ethical questions involved in branding decisions	Class lectures and discussions, analysis and discussion of cases and term presentation
<b>2 Creative problem solving skills in a complex business environment</b>	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Application of theoretical knowledge about mechanisms and instruments of brand management to practical examples	Class lectures and discussions, analysis and discussion of cases and term presentation
<b>3 Research Skills</b>	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Application of theoretical knowledge about mechanisms and instruments of brand management to practical examples	Term presentation
<b>4 Management of Innovation</b>	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies		
<b>5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies	Ability to plan and implement brand management strategies	Class lectures and discussions, analysis and discussion of cases and term presentation

**Teaching and learning approach:**

Formal lecture, including both theory and practical examples, as well as case-based learning. Basement is the interactive support of the students in class, therefore class attendance and active class participation is expected (students are allowed two unexcused absences during the semester; approved absences may include severe illness, funeral of

an immediate family member, or other event with a non-negotiable date). Beyond that, the students compile independently a (group) presentation, which they present and defend within class (note: each team member has to present // each team member has to take on a roughly equal presentation part). Details regarding the (group) presentation will be announced during lecture.

### **Assessment / Grading:**

The assessment / grading will be based upon the quality of the written and oral (group) presentation. The (group) presentation should have a clear structure, contain all relevant elements, be comprehensible, plausible and the documentation should be prepared in an adequate visual format.

Details regarding the assessment / grading will be announced during lecture.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance

### **Class outline:**

Will be announced during the lecture.

### **Course Materials:**

Course materials necessary are:

All contents of lecture - handouts, cases, articles, class discussions, examples, etc....

In addition to these documents, the following are useful reference books:

Basic:

- Keller, K. L.: Strategic Brand Management. Building, Measuring, and Managing Brand Equity., Pearson Education Limited: Edinburgh.
- Esch, F.: Strategien und Technik der Markenführung., Vahlen Verlag: München.

Additional:

- Keller, K. L./Aperia, T./Georgson, M.: Strategic Brand Management: A European Perspective., Financial Times Prentice Hall.
- Kapferer, J.N.: The new strategic brand management., London: Kogan Page.
- Burmann, Ch./Halaszovich, T./Hemmann F.: Identitätsbasierte Markenführung: Grundlagen - Strategie -Umsetzung - Controlling., Springer Fachmedien Verlag: Wiesbaden.
- Meffert, H. / Burmann, C. / Koers, M.: Markenmanagement: Identitätsorientierte Markenführung und praktische Umsetzung., Wiesbaden: Gabler.
- Wheeler, A.: Designing Brand Identity: An essential guide for the whole branding team., Wiley & Sons Verlag: New Jersey.

[in each case: latest edition]