INTRODUCTION

This subject aims to help students acquire the concepts and judgement to positively contribute to the creation and evolution of brand value. The main areas and questions of brand management will be explored from multiple perspectives and special attention will be paid to how strong brands are built and to the different types of decisions that marketers face in brand management.

The principal areas covered in the subject are:
- Sources of Brand Equity
- Building and Sustaining Brand Equity
- Brand Portfolios and Architecture
- Product launches and managing product lifecycles
- Challenges of managing Global Brands

AIMS

The specific aims of this subject are for participants to:

- understand the building blocks of a brand and how brands create value for companies
- distinguish the factors that sustain brand health and brand strength
- improve their ability to make decisions that develop brand strength in a given situation
- develop skills and concepts to assess brand health

METHODOLOGY

The subject will use a combination of three methodologies to develop the knowledge and skills.

Case discussion will be the primary methodology to contrast and assess the consequences of particular decisions for brand strength and development. The cases used will also serve to highlight the interaction between brand strategy and the other elements of marketing strategy and the marketing mix.

Background reading will allow participants to gain context and go deeper into the theory and concepts that arise in class.

NOTE: CASE PREPARATION AND TECHNICAL NOTES WILL BE SUPPORTED BY ONLINE MATERIALS AT THE VIRTUAL CAMPUS.

Presentations and exercises by professors will be used to highlight key aspects of the case discussions, anchor important concepts and provide alternative examples of these concepts in practice.
EVALUATION

Each participant will be evaluated on the basis of the knowledge and skills acquired during the course and on the quality and intensity of their participation in class.
40% of the final grade will be based on the final exam.
30% of the final grade will be based on class participation.
15% of the final grade will be based on the group presentation.
15% of the final grade will be based on an individual written assignment.

The assessment of class participation will be based on the following criteria:
- impact on peers' thinking
- sound, rigorous, and insightful diagnosis (e.g., sharpening of key issues, depth and relevance of analysis);
- realistic and effective action recommendations;
- integrative comments (across cases and/or courses);
- evidence of active listening (e.g., relevance and timing of comments) and constructive critiques of others’ contributions;
- evidence that the participant has read the cases and the articles given in class;

BIBLIOGRAPHY

Additional Reading:
- "Creating Powerful Brands" / Leslie Chernatony --29 Sep 2010. Available via CdD