

Brand Management



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** Management et commerce international

> **Teaching unit:** UE2-3 Marketing Management

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 2

> **Teacher(s):** Dr. Lubna Nafees

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course hours

Tutorial course 20 hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

The focus of this course is on understanding, experiencing and experimenting with Brand Management and looks at it from the standpoint of Marketing, Communication and Process. It helps participants to build an understanding of what a brand is and how branding works. It explores the concept of brand equity and how it is built, measured and managed. It delves into aspects related to the strengths and weaknesses of brands and the important decisions in the process of developing a brand strategy.

The 3 sections of the branding portion of the course are as follows - understand what is and the development of brand equity; ways of building equity and measuring it; and, how to manage and maintain the equity of brands over the long run.

OBJECTIVES

Following the successful completion of this course, students should be able to:

- Understand different frameworks for building Brands and harnessing Brand Equity
- Evolve Brand Strategies for existing products, new products and brand extensions
- Understand the management of brands over a period of time in order to keep them alive

PREREQUISITES

marketing principles

SELECTIVE BIBLIOGRAPHY

Recommended Textbook: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition by Kevin Lane Keller and Vanitha Swaminathan, Pearson

Recommended Periodicals/Newspapers/Blogs: The Brand Reporter, Advertising Age,
<http://www.brandingmagazine.com>, www.prophet.com/aakeronbrands

Recommended Academic Journals: Harvard Business Review, Journal of Brand Management, Journal of Product and Brand Management