



Course Outline

Marketing and International Business

School of Business & Economics

MKTG 4420 - **3.00** - Academic

Brand Management

Rationale

Learning Outcomes, Student evaluation

Calendar Description

Students learn how brands are managed as strategic assets. They develop the necessary knowledge and skills for creating, measuring, maintaining and growing brand equity in a competitive market place. Topics include an introduction to brands and brand management, identifying and establishing brand positioning and values, planning and implementing brand marketing programs, measuring and interpreting brand equity, and growing and sustaining brand equity.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Explain branding concepts and ideas.
2. Identify the four components of brand positioning.
3. Describe the brand resonance and brand value chain.
4. Choose brand elements to build brand equity.
5. Develop a brand through positioning, marketing communications, and secondary brand associations.

6. Plan brand audits.
7. Establish brand equity management system.
8. Summarize how consumers evaluate brand.
9. Analyse brand extension opportunities.
10. Analyse how to manage brands over time and geographic boundaries.

Prerequisites

MKTG 2430-Introduction to Marketing
MKTG 2430-Introduction to Marketing or
equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

BBUS 4420-Brand Management

Texts/Materials

Textbooks

1. **Required** Kevin Lane Keller. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 4th ed. Pearson Prentice Hall, 2012

Student Evaluation

The Course grade is based on the following course evaluations.

Quizzes 0-10%

Participation/attendance 0-10%

Term tests 20-50%

Case studies/research projects/assignments 15-40%

Major project/brand audit 15-40% Final

exam 20-40%

Midterms and the final exam must not make up more than 70% of evaluation and group work must not make up more than 50%.

Course Topics

1. Introduction to Brands and Brand Management
 - What is a brand?
 - Why do brands matter?
 - Branding challenges and opportunities
 - The brand equity concept
 - Strategic brand management process
2. Identifying and Establishing Brand Positioning and Values

- Customer-based brand equity and brand positioning
 - Sources of brand equity
 - Identifying and establishing brand positioning
 - Defining a brand mantra
- Brand resonance and the brand value chain
 - Building a strong brand: The four steps of brand building
 - The brand value chain

3. Planning and Implementing Brand Marketing Programs

- Choosing brand elements to build brand equity
 - Criteria for choosing brand elements
 - Options and tactics for brand elements
- Designing marketing programs to build brand equity
 - New perspective on marketing
 - Integrating marketing
 - Product strategy
 - Pricing strategy
- Channel strategy
 - Integrating marketing communications to build brand equity
 - The new media environment
 - Four major marketing communication options
- Brand amplifiers
 - Developing integrated marketing communication programs
 - Leveraging secondary brand associations to build brand equity
 - Conceptualizing the leveraging process
 - Country of origin and other geographic areas
 - Channels of distribution
 - Co-branding
 - Licensing

Celebrity endorsement

Sporting, cultural, or other events

Third-party sources

4. Measuring and Interpreting Brand Performance

- Developing a brand equity measurement and management system
 - Conducting brand audits
 - Establishing a brand equity management system
 - Maximizing internal branding

5. Growing and Sustaining Brand Equity

- Introducing and naming new products and brand extensions
 - Advantages and disadvantages of extensions
 - Understanding how consumers evaluate brand extensions
 - Evaluating brand extension opportunities
- Managing brands over time
 - Reinforcing brands
 - Revitalizing brands
- Adjustments to the brand portfolio
 - Managing brands over geographic boundaries and market segments
 - Regional market segments
 - Other demographic and cultural segments
 - Rationale for going international
 - Advantages of global marketing programs
 - Disadvantages of global marketing programs
 - Global brand strategy

Standardization versus customization

Developing versus developed markets Building global customer-based brand equity

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20