

COURSE SYLLABUS

COURSE TITLE:	Strategic Brand Management	COURSE CODE:	MKTG401
PREREQUISITES:	MKTG210 or MKTG350	SEMESTER:	SPRING 2017
INSTRUCTOR:	Lorna Valdes	CREDITS:	3
EMAIL:	lvaldes@groupe-igs.fr proflornavaldes@gmail.com	SCHEDULE:	Wednesdays 15h30-18h30

COURSE DESCRIPTION:

The course is structured on "thematic" sessions, in that each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. **The course approach** will emphasize resolving issues by:

- **A knowledge transfer segment** covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description.
- **The learning by doing segment**, case studies and other practical exercises that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

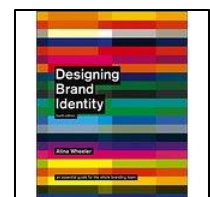
To provide a practical structure for the brand building process. Students will be given an overview of the entire branding process from the basics to concrete examples of brand development. There are a number of case studies of well-known organisations (including not for profits) and companies and how they developed their brands. With real examples from Coca-Cola, Starbucks, Rolex, Federal Express, Xerox and The Body Shop (but to name a few), the power of brands and the way in which they are positioned in our world is brought to life.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should have a good understanding of Brand Management fundamentals and the tools for building a brand.

MANDATORY TEXTBOOK:

Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition by Alina Wheeler. ISBN-13: 978-1118099209



EVALUATIONS:

- 20% Term Project,
- 20% Case Studies & other assignments,
- 15% Participation (professional demeanor, courtesy towards other students, NO TEXTING)
- 20% Midterm Exam,
- 25% Final Exam

**Note: all assignments must be submitted on hard/paper copies, nothing by email
Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content <i>may be modified</i>
Session 1 1 Feb 2017	Brand Basics. Introduction	What is a Brand? Branding? Brand Equity?
Session 2/3 8 Feb	Brand Basics.	What is Brand Strategy? Who are the Stakeholders?
Session 3 15 Feb	Brand Basics	Creating Brand Identity. Brand Personality, The Brand Prism
Session 4 22 Feb	Brand Basics	Brand Architecture, Brand Story, Country Branding
Session 5/6 1 Mar	Brand Basics	Brand Experience, Positioning, Brand Loyalty, Brand Pyramid
Session 6 8 Mar	Brand Basics	Mid-Term
Session 7/8 15 Mar	Touchpoints.	Logos, Taglines, Packaging, Colors, Ads Brand Dynamics,
		SPRING BREAK
Session 8 29 Mar	Brand Ideals	Authenticity, Coherence, Flexibility,
Session 9 5 Apr	Brand Ideals	Sustainability, Social Media
Session 10 12 Apr	Chapter	Course Revision
Session 11 19 Apr	Final Exam	Final Presentations.
Session 12 26 Apr	Review Final Exam	Final Presentations