

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	BRAND INNOVATION AND MANAGEMENT	<b>COURSE CODE:</b>	MKTG425
<b>PREREQUISITES:</b>	MKTG130	<b>SEMESTER:</b>	SPRING 2020
<b>INSTRUCTOR:</b>	Catherine BRUNETEAUX-SWANN	<b>CREDITS:</b>	3
<b>EMAIL:</b>	abs.cbruneteauxswann@gmail.com	<b>SCHEDULE:</b>	Fri 8h30-11h30

### **COURSE DESCRIPTION:**

This is an experiential course in which you will be learning by doing. You will complete the kind of project you would be faced with in a brand consultancy or in a company's brand management team in the real world. The focus is on FMCG brands (fast moving consumer goods).

The course is ambitious, highly interactive, and requires dedication, initiative, and hard work from you. Just like working in brand management.

You will develop a better understanding of what it means to build and manage brands and develop the kinds of skills and experiences employers in this sector are looking for.

You will be given the task of taking an existing brand on the French market and revitalizing it by developing a new product (or product range) resulting in an innovative, creative, engaging brand extension proposition and launch plan. You will need to:

- Develop the brand platform tool for your chosen brand to ensure your new brand strategy builds on and does not destroy existing brand equity.
- Undertake a brand audit to identify the brand's strengths and weaknesses, as well as the external opportunities and threats, in order to identify the key challenges the brand faces.
- Create an innovative brand extension by developing a new product or a range of new products for the brand, bearing in mind that this proposition should be firmly grounded in the consumer's world and have established category codes at its heart.
- Develop a strong launch plan for the brand extension with a focus on developing an innovative communications plan to introduce the brand extension on to the French market



### **COURSE OBJECTIVES:**

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The aim of this course is to prepare you for the real-life demands of brand management in the working world. It will allow you to demonstrate creativity, innovation, and strategic thinking.

You will emerge with practical experience in the process of creating innovative propositions and revitalizing existing brands. By the end of the course, you will have made your first moves to becoming a brand manager.

### **EXPECTED LEARNING OUTCOMES:**

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Upon completion of this course students should be able to demonstrate:

- Knowledge of how to develop a brand platform tool and how to undertake a brand audit
- Ability to develop brand personas of leading edge targets
- Ability to identify tensions and create insights
- Ability to facilitate an idea generation workshop, including knowledge of creative methods
- Knowledge of how to create a brand extension and new product launch strategy based on big and powerful new ideas to revitalize the brand
- Knowledge of how to write and communicate a brief to agencies and give constructive feedback
- An improved ability to apply the key concepts of brand management to real-life situations
- An improved ability to tap into emerging audiences, the future of categories, and the power of big ideas in creating innovative brands

### **MANDATORY TEXTBOOK:**

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There is no textbook as such for this class but we will be reading from some classic and best-selling brand management books, including:

« Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition », Kevin Lane Keller and Vanitha Swaminathan, PEARSON, 2019, 5th edition. ISBN-13: 978-1292314969

« The Brandgym: A Practical Workout for Growing Brands in a Digital Age », David Taylor, RedDoor Publishing, 2017, 3rd edition. ISBN-13: 978-1910453360

« The New Strategic Brand Management: Advanced Insights and Strategic Thinking », Jean-Noël Kapferer, KOGAN PAGE, 2012, 5th edition. ISBN-13: 978-0749465155

### EVALUATIONS:

The final grade will be determined as follows:

- Participation and Engagement - 20%
- Peer review - 10%
- Mid term evaluation – Brand extension innovation team project Part 1 - 30%
- End of term evaluation - Brand extension innovation team project Part 2 - 40%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

### GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

### COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 31 Jan 2020		<b>Building strong brands: brands and brand equity</b> Course organization: introductions, brand extension innovation project, teams
Session 2 7 Feb 2020	Reading	<b>The brand platform tool: brand identity and positioning</b> Each team will be allocated a specific FMCGs category
Session 3 21 Feb 2020 <b>ONLINE</b>		<b>Supermarket and specialist store visits in your team's FMCG category</b> Each team member carries out store checks & desk research to identify recent product innovations plus category trends
Session 4 28 Feb 2020	<i>Submit for session 4:</i> Category research on innovations & trends	<b>Growing brands: new product development and ideation workshop</b> Insight creation, idea generation and screening Outcome: recommendation of a new product for an existing brand i.e. a brand extension innovation
Session 5 6 March 2020	<i>Submit for session 5:</i> Development of the brand platform for your chosen brand	<b>Designing brands: from product idea to product concept</b> Concept board and packaging development <b>Brand audit:</b> Brand audit resulting in the identification of key challenges faced by the brand
Session 6 13 March 2020	<i>Submit for session 6:</i> Team project presentation	<b>MID TERM EVALUATION:</b> <b>BRAND EXTENSION INNOVATION TEAM PROJECT – PART 1 TEAM PRESENTATION</b> <b>Category analysis, brand platform tool and brand audit</b>
Session 7 27 March 2020 <b>ONLINE</b>		<b>Consumer research:</b> Carry out consumer research on your brand extension innovation: interview consumers about your new product/product range to refine and improve the concept

Session 8 3 April 2020	<i>Submit for session 8:</i> Consumer research on your brand extension innovation and improved concept	<b>Growing brands: brand extension &amp; brand persona</b> Evaluating the brand extension and how it builds brand equity Developing the brand persona to identify a leading edge target for the brand's new product
Session 9 10 April 2020	<i>Submit for session 9:</i> Evaluation of your brand extension innovation	<b>Designing and implementing brand marketing strategy:</b> Developing the integrated marketing strategy with a focus on communications for the launch of the new product
Session 10 17 April 2020 <b>ONLINE</b>		<b>Developing the agency communications brief:</b> Write a clear and concise communications brief for the launch of your new product on the French market
Session 11 24 April 2020	<i>Submit for session 11:</i> Communications brief	<b>Developing the launch plan:</b> Develop the strategic marketing plan for the new product launch and prepare to pitch the project
Session 12 15 May 2020	<i>Submit for session 12:</i> Team project presentation	<b>END OF TERM EVALUATION:</b> <b>BRAND EXTENSION INNOVATION TEAM PROJECT – PART 2</b> <b>TEAM PRESENTATION</b> Brand extension innovation, integrated marketing strategy and launch plan

The schedule of Final Exams will be confirmed and published by 31 March 2020. The last day of the semester is 15 May 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.