

<b>Course Unit Title:</b>	Brand Management
<b>Course Unit Code:</b>	MAR308
<b>Type of Course Unit:</b> (Compulsory/Optional)	Optional
<b>Level of Course Unit:</b> (first, second or third cycle)	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	3
<b>Semester when the unit is delivered:</b>	6
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<p><b>Learning Outcomes of the course unit:</b>  Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the role and importance of branding and brand equity.</li> <li>• Explain the various brand strategies.</li> <li>• Identify and explain the brand elements that help build brand equity.</li> <li>• Appreciate how marketing and in particular marketing communications enhance brand equity building.</li> <li>• Develop an appreciation of how to measure brand equity.</li> <li>• Demonstrate an understanding as to how to manage a brand over its PLC</li> <li>• Appreciate the challenges of managing a brand over geographical boundaries.</li> </ul>	
<b>Mode of Delivery:</b>	Distance Learning
<b>Prerequisites and co-requisites:</b>	MAR101, MAR125 Junior standing
<b>Recommended optional program components:</b>	None
<p><b>Course Contents:</b></p> <p><b>Objectives:</b>  The course takes a strategic approach to branding and discusses a wide range of theories, techniques and tools for effective brand equity development and management.</p> <p><b>Description:</b>  Areas to be covered:  Foundations of brand management: History of branding. Definition of key concepts such as brand name, brand mark, branding, brand equity.</p>	

## Branding as a business philosophy and a strategic issue.

Importance of creating powerful brands and building brand equity:

The Customer: How consumers choose brands, Benefits of branding such as Reduced perceived risk and uncertainty, Simplified decision-making process, Satisfaction.

Value for the Company: Brands as relationship builders, Enhanced Image, Loyalty, Profitability

Categories of brand equity: Financial-based equity (brand valuation) vs. consumer-based brand equity or. brand equity from a marketing perspective

Brand management in different business settings : Business-to-business brands, Retail brands, Service brands, Brands on Internet

Steps and processes in Building brand equity: Brand awareness, brand association, consistent reinforcement

Elements that help build brand equity e.g. brand knowledge, brand image, perceived quality, loyalty, proprietary brand assets

How marketing communications and social media help build brand equity - their effect at each of the different stages and overall

Managing a brand over its product life cycle: required activities and investment at each stage of the PLC, i.e. when launching the brand, growing the brand, sustaining the brand in the long term, revitalizing an old brand (including factors of decline, generic brands)

Brand strategies such as brand naming, brand architecture, multi-brand portfolios, brand extension, private-label brands, co-branding

Brand Evaluation: Measurement of brand equity – different approaches and methods in evaluation. Lack of consensus and Issues of dimensionality

Managing global brands: Building brand equity and managing the brand internationally – the nature of the product and the controversial effect of culture

<p><b>Recommended or required reading:</b></p>	<p><b>Required reading:</b> de Chernatony, L., M. McDonald and E. Wallace Creating Powerful Brands Butterworth-Heinemann, Oxford.</p> <p><b>Recommended readings:</b> Kapferer J. N., Strategic Brand Management, 4th edition, Kogan Press.</p> <p>Keller K., Strategic Brand Management: A European Perspective, Prentice Hall.</p> <p>Aaker, David Managing brand equity: capitalizing on the value of a brand, Free Press</p>						
<p><b>Planned learning activities and teaching methods:</b></p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>						
<p><b>Assessment methods and criteria:</b></p>	<table border="0"> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Ongoing evaluation	50%						
	100%						
<p><b>Language of Instruction:</b></p>	<p>English</p>						
<p><b>Work Placement(s):</b></p>	<p>No</p>						
<p><b>Place of Teaching:</b></p>	<p>Blackboard Virtual Learning Platform</p>						