



APPLIES TO ACADEMIC YEAR
2001/2002

GRA 4145 Brand Management

Program

Master of Science (Marketing), Regular Specialization Course

Responsible for the course

Bendik Samuelsen

Department

Marketing

Term

Spring, I

ECTS Credits

Objective

Branding and Brand Equity are among the hottest topics in management today. The Marketing Science Institute recently did a survey of its membership, which includes 50 % or so of the top marketing companies in the US, to learn their opinion as to what were the pressing questions in need of research. The runaway winner was brand equity. Larry Light, a prominent advertising research professional stated it this way:

"The marketing battle will be a battle of brands, a competition for brand dominance. Businesses and investors will recognize brands as the company's most valuable assets. This is a critical concept. It is a vision about how to develop, strengthen, defend, and manage a business. It will be more important to own markets than to own factories. The only way to own markets is to own market-dominant brands."

Therefore, the main focus of this course is to learn how to develop, strengthen, defend, and manage brands and brand equity. To do so, we investigate the elements of the brand equity construct, which involve brand associations, brand awareness, perceived brand quality, and brand loyalty. Then, we go through some of the brand elements (e.g. name, symbol, logo, brand character, and jingle). We focus on three brand constructs and discuss how to handle brands and brand equity over time. One of the options that a strong brand gives is the use of line and brand extensions. Another interesting topic is corporate image and internal brand building in the organization (brand culture). Finally, we look at methods to measure the brand equity dimension (how to measure the added value of a strong brand).

Prerequisites

None in particular.

Compulsory literature

Keller, Kevin Lane. 1998. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Upper Saddle River, N.J.: Prentice Hall.
Articles handed out in class

Recommended literature

Aaker, D.A and E. Joachimsthaler, (2000), *Brand Leadership*, New York, The Free Press
Kapferer, Jean-Noël, (1998), *Strategic Brand Management - Creating and Sustaining Brand Equity long term*. London, Kogan Page, (chapter 3)

Aaker, D.A. (1996), *Building Strong Brands*, New York, The Free Press (chapters 3-5)

Chernatony, L. (2001), *From Brand Vision to Brand Evaluation*, Butterworth-Heinemann

Course outline

1. Brand Knowledge and -associations
 - Awareness, brand attitudes, brand benefits
 - Measurement and tracking of brands
 - Consumer-brand relationships, the brand as relationship partner
2. Brand equity and brand valuation
 - Brand Identity and -personality
 - Brand Concept strategies
3. Brand architecture and -portfolio strategies
 - brand and line extensions
4. Producer brands vs. private labels
5. e-Branding
6. Organizational issues when building brands
7. Consumers' backlash to branding, corporate citizenship

Computer-based tools

None

Course structure

30 hours of lectures.

Evaluation

Project paper (100%)
Control exam pass/fail.

Evaluation code(s)

GRA 41451 - Project

Aids at the examination**Makeup exam**