



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2304 Branding

Program

Bachelor's Program in Marketing Communication

Responsible for the course

Bendik Samuelsen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Branding, or brand-building and -management concerns almost all actors in public and private sectors of the economy. Branding deals extensively with positioning and value-creation for customers, with the objective of becoming the preferred provider of products or services. As an increasing number of sectors and categories in the economy is becoming demand-driven, this implies that customers will have to make choices between competing, alternative suppliers. In this situation, most people behave as customers who choose between different brands to satisfy different needs.

This is a basic course in branding. With a wide focus, it stresses that branding is far more than making persuasive advertising. A brand is made by an organization, and subsequently positioned toward a target customer group. The frame of reference adopted by this course, is one of accepting that the brand and its position basically exist one place: in the minds of the customers, as a mental representation, or position if you like. As such, this course holds a strong focus on the customer, and regards customer-value creation as the premise for brand strategies. Accordingly, the student's existing knowledge of consumer behavior in particular, and marketing management in general, is the foundation on which to build and understanding of brand management.

Objective

The objective of the course is that the students should learn and establish a good understanding of central concepts and models applied in brand management. More explicitly, this implies that during the course, the student should:

- Understand how a brand might be represented in the customer's mind
- Understand basic principles of a brand strategy
- Develop knowledge about different tools pertaining to brand-elements
- Understand leadership of brands in more than one market
- Understand basic principles of brand crisis management
- Management of brands through time, i.e.: repositioning and revitalization
- Brand value estimation methods

Prerequisites

MRK 1080 Consumer Behavior, or MRK 2280 Consumer Behavior, or equivalent, and MRK 8614 Marketing Management, MRK 9711 Marketing Management, or equivalent.

Compulsory literature

Riezebos, Rik, Bas Kist, and Gert Koostra (2003) "Brand Management. A Theoretical and Practical Approach", Upper Sadle River, N.J.: Prentice Hall

Collection of articles - MRK 2304 Branding. 2003 Sandvika: BI Forlag.

Two case-assignments handed out at first day of class

Recommended literature

Keller, Kevin Lane. 2002. *Strategic brand management: Building, measuring, and managing brand equity*. 2nd ed. Upper Sadle River, N.J.: Prentice Hall.

Aaker, David A and Erich Joachimsthaler. 2000. *Brand leadership*. New York: The Free Press.

Kapferer, Jean-Noël. 1997. *Strategic brand management: Creating and sustaining brand equity long term*. 2nd ed. London, Kogan Page

Aaker, David A. 1996. *Building strong brands*. New York: The Free Press.

De Chernatony, Leslie. 2001. *From brand vision to brand evaluation: Strategically building and sustaining brands*. Oxford: Butterworth Heinemann

Course outline

- History behind brand management up til present time
- Customer based brand equity
- Basic principles of a brand strategy, including:
 - brand analysis
 - brand meaning
 - positioning
 - brand image
 - brand added value
 - brand personality and brand identity
 - consumer-brand relationships
- Different approaches to brand management
- Different tools pertaining to brand-elements, including
 - choice of name
 - design
 - legal protection of brands
- Leadership of brands in more than one market, including
 - brand portfolio management
 - extensions, including both line- and category extensions
- Basic principles of brand crisis management
- Management of brands through time, i.e.: repositioning and revitalization
- Brand value estimation methods

Computer-based tools

Computer based tools not necessary.

Course structure

The course objectives are reached through a combination of lectures and students working in small groups. Group work includes the two case assignments given in the first lecture. These will be presented in class, and the case discussions will to a large extent be run by the students. The course has 36 hours (30 hours + 6 hours) of lectures and case presentations. Each of the two cases will consist of two-three questions.

The case presentations are organized as follows: A three-hour working session will be arranged for each case. Each of these sessions will consist of the following: In the first lesson, the lecturer selects one student group to present their solution to question 1. An opponent group is also selected. The two groups discuss the solution to question 1, and the class is eventually invited to comment on the two groups' suggestions. After break, this procedure is repeated for question 2, new solutions are discussed. In the third lesson the lecturer draws the necessary conclusions and closes the case.

One or more exam questions will be related to one or more cases, and it is thus important that the students devote themselves to solving the case questions, and participate in the case presentations.

Evaluation

A three hour individual written examination concludes the course.

Evaluation code(s)

MRK 23041 - Written exam accounts for 100% of the grade in MRK 2304 Branding, 6 credits.

Aids at the examination

No aids allowed.

Makeup exam

A re-sit is held at the next regular exam.