



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 2304 Branding

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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
- Develop knowledge about different tools pertaining to brand-elements
- Understand leadership of brands in more than one market
- Brand value estimation methods

Prerequisites

MRK 2714 Marketing Management or equivalent.

Compulsory reading

Books:

Samuelsen, Bendik Meling, Adrian Peretz og Lars Erling Olsen. 2010. Merkevareredelse på norsk 2.0. 2. utg. Oslo : Cappelen akademisk. 388 sider, 14 kapitler

Recommended reading

Books:

De Chernatony, Leslie. 2006. From brand vision to brand evaluation : the strategic process of growing and strengthening brands. 2nd ed. Oxford: Butterworth Heinemann
Kapferer, Jean-Noël. 2008. The New strategic brand management : creating and sustaining brand equity long term. 4th ed. London : Kogan Page
Keller, Kevin Lane. 2008. Strategic brand management : building, measuring, and managing brand equity. 3rd ed. Upper Saddle River, N.J. : Pearson/Prentice Hall
Aaker, David A. 2010. Building strong brands. New York : Free Press
Aaker, David A. and Erich Joachimsthaler. 2009. Brand leadership. New York : Free Press

Course outline

- History of branding
- Branding effects for customers and companies
- Brand Valuation Methods
- Brand awareness and brand associations
- Brand positioning and brand values
- Brand architecture and brand portfolio management
- Brand elements
- Brand extensions
- Brand alliances
- Communication planning
- Developing communication strategy
- Tactical and operational activities

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 three 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 divided between lectures and case-discussions. Each case deals with choices between branding-options facing brand-owners.

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.

Examination

A three hour individual written examination concludes the course.

Examination code(s)

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

Examination support materials

No aids allowed.

Re-sit examination

Re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information

This course will be lectured for the last time spring 2011.