



APPLIES TO ACADEMIC YEAR 2016/2017

MRK 3564 Branding

Programme

Bachelor of Marketing Management (2. year)

Responsible for the course

Morten Erichsen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Branding, or brand building and brand management concern almost all players in the 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 in 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 behaviour in particular, and marketing management in general, is the foundation on which to build an understanding of brand management.

Learning outcome

Acquired knowledge

The student shall

- Be able to describe and understand why brands exist, and their value and functions for buyers and owners
- Be able to describe, understand and identify central components of a branded article, brand awareness, brand associations, and how these components are established in consumers' memory
- Knowledge of, an ability to describe, and an understanding of the most important theories and principles for the development of brands at the product and corporate level
- Knowledge of, an ability to describe and discuss varying strategies for brand growth, including brand extensions, brand hierarchies and brand portfolios, brand elements, brand collaborations, and brand communications

Acquired skills:

The student shall

- Be able to give a presentation of different methods for brand valuation, and how they (in principle) should be conducted
- Be able to carry out a comprehensive analysis of the brands equity to identify gaps between a brand's real and desired position
- Be able to develop suggestions for brand growth strategies, including extensions, architecture, collaboration, brand elements and brand communications
- Be able to apply knowledge and theories of branding across contexts: products, services, public and private sector, product and corporate levels

Developed reflection:

Brands have strong social and symbolic functions, and can be misused as means of sanctions towards those lacking resources to buy these brands. The student should understand, and show a willingness to take into consideration that brands play so significant roles in many markets that some might be tempted to sacrifice ethics and morale to achieve their goals. This responsibility holds for all aspects of brand building, from application of analytical methods, to strategy development and implementation.

Prerequisites

Introductory courses in Marketing Management, Consumer Behavior, and Marketing Communication or equivalent skills are required.

Compulsory reading

Books:

Samuelsen, Bendik Meling, Adrian Peretz og Lars Erling Olsen. 2016. Merkevarerledelse. 1. utg. Cappelen Damm akademisk

Collection of articles:

Morten Erichsen. 2016. Artikkelsamling til MRK 3564 Branding. Handelshøyskolen BI. Artikkelsamlingen vil bli gjort tilgjengelig på It's learning.. Artikkelsamlingen vil inneholde artikler som utdyper utvalgte tema fra pensum.

Recommended reading

Course outline

- Introduction to brand management as a theoretical field and arena for managerial decisions
- Brand awareness and brand associations
- The brand value chain, methods for brand valuation, the customer based brand equity pyramid
- Brand elements
- Brand extensions, brand architecture and brand portfoliomangement
- Brand communications: objectives and planning
- Brand collaborations
- How brands are created by the entire organization

Computer-based tools

None required.

Learning process and workload

The learning outcomes are to be achieved through a combination of lectures and group work with assignments (mandatory). Discussion and presentation of solutions of mandatory assignments will be conducted in class.

Activity	Hours
Participation in classes	36
Discussions and presentations in class	6
Preparation for classes	45
Assignment work in groups	54
Self-study, exam preparations	55
Exam	4
Total use of hours recommended	200

E-learning

In course delivery as online courses or evening classes, will lecturer, in collaboration with the Academic Services Network and evening studies, organize an appropriate combination of digital and class room teaching. Online students are also offered a study guide, which will help progression and overview. Total recommended amount of time for completion of the course also applies here.

Use of hours

This course shall be thought in three-hour sessions with the following set-up
Discussions and presentations in class: 6 hours (three hours per requirement) (Lecturer)
Coordination and control of work-requirements: 3 hours (course responsible)
11 lectures of three x 45 minutes: 33 hours
Total use of hours: 45 hours.
The course lectures are given in the 3 x 45-minute format

Coursework requirements

Two cases will be handed out at the beginning of the course. These are to be solved in groups of minimum two, maximum three students, and must be handed in and presented at assigned dates/time. Individual submissions will only be accepted in extreme cases based on a written application. Both assignments must be approved in order to sit for the final exam

Examination

A four-hour individual written examination accounts 100% of the grade.

Examination code(s)

MRK 35641 - Written examination, counts 100% towards the final grade in MRK 3564, 7,5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

A re-sit is held every term.

Additional information