

 <b>GRENOBLE</b> <b>ECOLE DE</b> <b>MANAGEMENT</b> <small>BUSINESS LAB FOR SOCIETY</small> <small>UNIVERSITÉ DE GRENOBLE</small>	International Programs  <b>Brand Management</b>	<b>Syllabus</b>
--	---	-----------------

<b>Program/ Intake</b>	Bachelor in International Business - English Track - 2020-2023	<b>Academic Year</b>	2022-2023
<b>Module Supervisor</b>	Balbo Laurie	<b>Department</b>	MKT

<b>Contact Hours</b>	30.0 hours	<b>Total Study Hours</b>	90.0 hours	<b>Coefficient</b>	1.0	<b>ECTS Credits</b>	5.0	<b>US Credits</b>	2.50
--------------------------	---------------	------------------------------	------------	--------------------	-----	-------------------------	-----	-----------------------	------

<b>Module Description</b>	<p>Building successful brands has been one of the most important core business strategies of the past, and looks set to be even more important in the future. Many organizations have even structured themselves around brands, and the brand management system is prevalent in a range of business firms.</p> <p>For some years now, it has been argued that brands are intangible assets that should appear on balance sheets, as “brand equity”, and so many approaches to measuring brand equity have been developed and touted. Managing brand equity has therefore assumed an important role in marketing strategy.</p> <p>Again however, there is the danger of blindly following accepted doctrines without questioning them. While no one would deny the importance of brands and the need to manage them effectively, the measurement of brand equity by any chosen method is fraught with error; the brand management system is under fire even in those firms that have championed it; and it is frequently suggested that brand equity as a core focus of marketing strategy be replaced by other, more fundamental and more important measures, such as customer equity.</p> <p>This module will focus on the concept, challenges and issues related to</p> <ul style="list-style-type: none"> <li>- Brand management: launching new brands, managing existing brands and reviving old brands</li> <li>- Luxury brand management</li> <li>- The functions of brands for customers and organizations</li> <li>- Brand equity: conceptualization, measurement, management and alternatives to brand equity</li> </ul>
-------------------------------	---

<b>Module Learning Outcomes</b>	<p>At the end of this module students should be able to:</p> <ul style="list-style-type: none"> <li>- Examine leading innovative and creative brands</li> <li>- Explore the reasons behind the successes of the world’s most successful brands</li> <li>- Develop a critical understanding of the factors involved in building and maintaining a brand</li> <li>- Acquire a specific understanding of the specificities related to luxury brand management</li> <li>- Evaluate how marketing and creative industries can work together in managing brands</li> <li>- Identify and understand the marketing strategies of brands</li> <li>- Assess brand identity theories including marketing, design, techniques, prototypes and production</li> <li>- Assess practices of store design, retail methods and visual merchandising</li> <li>- Understand brand equity, identify strengths and limitations, and calculate the equity of a brand</li> </ul>
---	--

**This module has a high level of contribution to the following learning goals for the program**

**Learning goal 1 : Develops one or more specialty focus(es) in relation to business activity**

2a1. Mobilises the key techniques within the domain of specialty

2a2. Diagnoses, recommends, or takes action circumscribed by an organizational problem within the domain of specialty

**Learning goal 2 : Communicates effectively in diverse contexts**

4.1 Demonstrates clear and concise oral communication in diverse contexts

4.2 Demonstrates clear and concise written communication in diverse contexts

<b>Teaching Method</b>	Lectures, class discussion, case study analysis, group work and group presentations
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Examination : 60 %</li> <li>• Continuous Assessment : 40 %</li> </ul> <p>Closed book exam</p>
<b>Textbook</b>	
<b>Bibliography</b>	<p>Aaker, D. (2010), Building Strong Brands, Pocket Books, ISBN-10: 1849830409</p> <p>Aaker, D. (2009), Brand Leadership, Pocket Books, ISBN-10: 1847398359</p> <p>Chevalier M. and Mazzalovo G.(2008), Luxury Brand Management: A World of Privilege. John Wiley &amp; Sons Ltd</p> <p>Kapferer, J.-N. &amp; Bastien, V. (2008), The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. MPG Books</p> <p>Keller, K. (2007), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 3rd Edition, Pearson, ISBN-10: 0132336227</p> <p>Tybout, A. &amp; Calkins, T.(2005), Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management, Wiley, ISBN: 978-0-471-69016-0</p> <p>Wheeler, A. (2009), Designing Brand Identity: An Essential Guide for the all Branding Team, 3rd edition, Wiley, ISBN-10: 0470401427</p> <p>Lindemann, J. (2010), The Economy of Brands. Palgrave Macmillan ISBN-10: 0230232507</p> <p>Kapferer, J.-N. (2008), The New Strategic Brand Management: Creating and sustaining brand equity long term, 4th edition, Kogan Page, ISBN10-0749450851</p>
<p><b>12/10/2022 - Copyright © Grenoble Ecole de Management. This syllabus is the property of Grenoble Ecole de Management. Prior permission must be obtained from Grenoble Ecole de Management for use in any other training or management program</b></p>	