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| **Brand Management**  **Section BSE – 3A**  **MG 3013** |

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| **Program** | **BSCS** |
| **Credit Hours** | **3** |
| **Duration** | **15 Weeks / 30 sessions** |
| **Prerequisites** |  |
| **Resource Person** | **Saquib Saeed Bhatti** |
| **Counselling timings** | **By appointment only** |
| **Contact** | [**saquib.bhatti@lhr.nu.edu.pk**](mailto:saquib.bhatti@lhr.nu.edu.pk)  **0345-5122132** |

**Course Introduction:**

Brands are strategic assets that can provide firms with long-lasting competitive advantage. How to achieve this is the central theme of Brand Management. Topics include: the development, launch and naming of new brands; brand and line extensions; life-cycle management, rejuvenating and retiring brands; brand architecture, multi-brand portfolios, brand alliances and co-branding; corporate and employer branding; brand metrics and audits.

**Course Objectives:**

The course’s aims are to:

• Provide an understanding of the meanings of brand from different perspectives.

• Provide the appropriate concepts, theories and techniques related to the important issues in brand management operations.

• Enhance students’ ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, and managing a brand, and measuring its value.

**Learning Outcomes:**

On successful completion of this course, you should be able to:

* Assess different viewpoints on brand and think cogently and critically about these viewpoints;
* Analyze specific problems and challenges in brand management, and to devise sound and practical solutions to these problems;
* Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing ideas, plans and solutions;
* Effectively communicate branding knowledge in oral and written contexts; &
* Work individually and as an effective member of a team

**Violation of Academic Honesty Policy:**

If I received two assignments that are identical or virtually identical (including spreadsheets), both assignments will receive a zero. If you violate the Academic Honesty policy for a second time, you will receive a failing grade for the course.

Academic dishonesty or plagiarism also includes:

1. Quoting verbatim or almost verbatim from a source without reference or acknowledgment
2. Adopting a line or argument from an author without indicating the source
3. Submission of someone else’s work without acknowledgment
4. Knowingly representing another author’s ideas as one’s own work
5. Copying from another person or using materials that are not allowed in a test or exam

Any incident of academic dishonesty will be reported to the Academic Office and the work will receive a failing grade.

**How to Keep Your Professor Happy:**

Class attendance is required. I will take attendance at each class. If you miss more than 6 classes for any reason, you will be withdrawn from the course. In addition, this class lasts for 90 minutes. As a courtesy to the professor and other students, be prepared to arrive at class and be in your seat on time.

Similarly, if you need to get something to eat or drink, do so before class. If you need to use the restroom, do so before class. If is very disruptive to have people rustling food wrappers or walking in and out after class has started.

***If you carry a cell phone, turn it off before coming to class. During class your phone belongs in your pocket, purse or carrying case. If I see you using your phone during class to make or receive calls or to text message, I will excuse you from the class by marking absent thereby giving you plenty of time to talk with your friends.***

I will not tolerate disruptive behavior in class. It’s rude and interferes with learning. If your behavior in class is disruptive, I will administratively withdraw you from the course and you will have to take it some other semester.

***The University Dress Code has to be observed, no warnings will be given, and violators will be asked politely to leave the class and consequently will be marked absent.***

**Grade Distribution**

Assignments... . . . . . . . . . 10 percent

Quizes …………………….. 10 percent

Project & Presentation. .. .. 10 percent

Mid Term 1 ……………….. 15 percent

Mid Term 2 ……………….. 15 percent

Final Exam . . . . . . . . . . . .. 40 percent

Total Points 100 percent

**Class Behavior:**

While in the classroom you are expected to maintain a business-like conduct. Please be respectful of both me and the other students in the class. Please arrive on time and do not leave early. Please do not get up and walk out and return to the classroom during class time. Turn-off your cell-phones, and other noisemaking electronic devices.

You would be amazed how much sound travels to the front in classrooms. Please don’t hold a conversation with your neighbor. Since we will be having discussion in class, if you have something interesting to say, please share it with all of us.

**Discussion:**

Since we will be having some discussion in the class, please be sensitive and aware of the choices you make surrounding your language choices in the classroom and in your writing assignments. Sexist, racist, ageist, homophobic or otherwise derogatory language will not be permitted. This is not to suggest that we cannot discuss these issues, instead it is a reminder that we are sharing the classroom with others and the use of this type of language may diminish the experience for other members of the discussion.

* On average, most students find at least three hours outside of class for each class hour necessary for satisfactory learning.
* Use the few minutes you usually have before the start of each class to review the prior meetings’ notes and homework. This will save us valuable in-class time to work on new material.
* Develop a learning habit rather than memorizing.
* Work in groups, whenever appropriate.
* Apply the learned principles and gained knowledge, especially in the case studies.
* Be creative in thinking.

**Texts and References:**

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| 1. | Kevin Lane Keller (2012)*,* ***Strategic Brand Management: Building, Measuring, and Managing Brand Equity***, 4th Edition |

2. Al Ries & Laura Ries, ***The 22 Immutable Laws of Branding***, Harper Collins Publishers

**Week** **Topics being Covered**

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| 1 | Course Introduction. Significance of knowledge about Marketing in general, and about Brands and Branding in particular, for the students of CS, SE & IT. Flow of the course, and how different elements are interconnected. The course outline. |  |
| 2 | Basic Concepts of Marketing. Need, Want and Demand. What is in the hands of a marketer, and what is not. A marketing oriented approach that benefits a company and its brands in the long run. |  |
| 3 | Marketing Management Process. Step 1: Market Opportunity Analysis. Step 2: Devising a Marketing Strategy. Step 3: Developing a detailed Marketing Plan/ Program. Final outcome of the marketing management process – the 4 Ps. |  |
| 4 | Difference between a Product and a Brand. What Brand offers at the very basic level. Brand Image. Brand Equity. Ways of leveraging Brand Equity. Line Extension and Brand Extension. Licensing and Franchising. Pros and Cons of each.What factors have contributed in the creation of an over-communicated society today – Media Explosion, Product/ Brand Explosion as a result of Line and Brand Extensions, Social Media Penetration, and inclination towards advertising of the industries that did not convention. Precautions that need to be taken in an over-communicated society while choosing a Brand Name, Brand Logo and Brand Colors. Brand Aesthetics (name, logo, packaging, colors). |  |
| 5 | Scope of Branding across different Product/ Service categories. Alternative Response Hierarchy Levels. |  |
| 6 | Situation and its categories defined. Co-relation of a Product/ Brand/ Stimulus, Consumer and Situation. |  |
| 7 | Perception defined. Elements of Perception. |  |
| 8 | Learning and different types of Learning. Learning in Low and High Involvement Brands. Strength of Learning. |  |
| 9 | Memory. Short and Long-term Memory. Different types of long-term memory. Schematic Memory (Schema) and Brand Image, Episodic Memory, Script. Brand Positioning. Perceptual Mapping. |  |
| 10 | Personality and Emotions. Brand Personality. Use of Emotions in Brand development and IMC. |  |
| 11 | Attitude. Components of attitude. Ways available for a marketer to change/ influence attitudes of his target market towards his Brand. |  |
| 12 | The 22 Immutable Laws of Branding. |  |
| 13 | The 22 Immutable Laws of Branding. |  |
| 14 | Project Presentations. |  |
| 15 | Project Presentations. |  |
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