

**MSc Strategic Marketing – Brand Strategy Module Schedule 2020/2021**

**Lecturers Name:** Dr Omar Merlo

	<b>Week 1</b> w/c 11 <sup>th</sup> January 2021	<b>Week 2</b> w/c 18 <sup>th</sup> January 2021	<b>Week 3</b> w/c 25 <sup>th</sup> January 2021	<b>Week 4</b> w/c 1 <sup>st</sup> February 2021	<b>Week 5</b> w/c 8 <sup>th</sup> February 2021
<b>Session 1</b>	<p><b><u>Lecture 1</u></b></p> <p>Title: <b>Foundations of brand management</b></p> <p>Topics covered: <b>Introduction to the module and brand management</b></p> <p>Case Study: <b>Rose</b></p> <p>Guest lecture: <b>P&amp;G speakers and introduction to the P&amp;G competition</b></p>	<p><b><u>Lecture 3</u></b></p> <p>Title: <b>The easyJet story</b></p> <p>Topics covered: <b>How easyJet went from a small start up to one of Europe's most recognised brands</b></p> <p>Guest lecture: <b>Tony Anderson</b></p>	<p><b><u>Lecture 5</u></b></p> <p>Title: <b>Planning and implementing brand marketing programmes</b></p> <p>Topics covered: <b>Choosing brand elements</b></p> <p>Case Study: <b>And now a word from our sponsor</b></p>	<p><b><u>Lecture 7</u></b></p> <p>Title: <b>Branding and marketing communications</b></p> <p>Topics covered: <b>Branding and the integrated marketing communications mix</b></p> <p>Case Studies: <b>Mountain Dew</b></p>	<p><b><u>Lecture 9</u></b></p> <p>Title: <b>Measuring and interpreting brand performance</b></p> <p>Topics covered: <b>Brand valuation methods</b></p> <p>Case Studies: <b>Pets.com</b></p>
<b>Session 2</b>	<p><b><u>Lecture 2</u></b></p> <p>Title: <b>Customer based brand equity</b></p> <p>Topics covered: <b>Managing brand equity</b></p> <p>Case Study: <b>New Coke</b></p>	<p><b><u>Lecture 4</u></b></p> <p>Title: <b>Brand positioning and customer value</b></p> <p>Topics covered: <b>The brand value proposition and positioning</b></p> <p>Case Study: <b>Swatch</b></p>	<p><b><u>Lecture 6</u></b></p> <p>Title: <b>The Swatch story</b></p> <p>Topics covered: <b>The real story behind the global succes of the Swatch brand</b></p> <p>Guest lecture: <b>Konstantin Theile</b></p>	<p><b><u>Lecture 8</u></b></p> <p>Title: <b>Defeating customer apathy</b></p> <p>Topics covered: <b>Customer apathy and how brands can deal with it</b></p> <p>Reading/Case Studies: <b>Old Sice</b></p>	<p><b><u>Lecture 10</u></b></p> <p>Title: <b>Managing brands over time</b></p> <p>Topics covered: <b>Brand extensions, brand adjustments, and brand revitalisation.</b></p> <p>Title: <b>Module revision and exam preparation</b></p>