



Course Outline 2009

MARKET 705: SPECIAL TOPIC: DEVELOPING STRONG BRANDS (20 POINTS)

Course Prescription

Brand equity is crucial component of competitive advantage. This course explores the strategic role brands play in local and global competition, provides guidelines on how to develop and manage strong brands, and examines the emerging role of brands in an electronic environment. Special attention will be paid to the changing role of branding which is evolving through the crash of 2008-2009.

Programme and Course Advice

Prerequisite: Market 713

Goals of the Course

1. To gain a personal understanding of branding, and how it creates value for buyers and companies.
2. To identify and manage brand associations, levels of consumer awareness and degree of customer loyalty.
3. To understand the impact of business actions on the value of the brand.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. discuss branding and brand equity in contemporary businesses;
2. develop and manage strong brands;
3. leverage brands through brand extensions,
4. evaluate the potential of line extensions and co-branding;
5. build and maintain brands on a low budget and without mass media; and
6. appreciate the strategic role brands play in local and global competition.

Content Outline

Introduction & Course Overview
The Nature of Brands and Brand Equity
Brand Definition and Brand Audits
Corporate, and Business to Business Brands
Services Brands, Marketing Programmes to Build Brand Equity
Brand Strategies and Integrated Marketing Communications
Sponsorship & Co-branding, The Future of Brands
Branding Strategies: Leveraging Brands
Brand Extensions
Introducing New Products and Services
Course Summary & Exam Brief

Learning and Teaching

Class size is small-medium. Course process may include: seminars, case studies, oral presentations, workshops, guest speakers, and team work. Seminars and guest speakers offer interactive discussions.

Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures and discussions

Please note that while it is recommended students undertake this course after Market.702, the timetable may not allow this.

Teaching Staff

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Learning Resources

Text: there is no required text for this course, a readings package will be provided.

Recommended resource for those interested in more in-depth study: Keller, K. (2003) *Lane Strategic Brand Management: Building Measuring and Managing Brand Equity*. (2nd Ed.). Prentice Hall

Available from the University Bookshop.

Library resources:

<http://www.library.auckland.ac.nz/subjects/bus/subjects/marketing.htm>

Assessment

Brand Audit: Individual 20%

Brand Strategy: Team 20%

Final Exam: Individual 60%

Learning Outcome	Brand Audit	Brand Strategy	Exam
1	x	x	x
2	x	x	x
3	x	x	x
4			x
5			x
6			x