

title of course	<b>M4.C Strategic Brand Management</b>
Responsible instructor	Prof Dr Sebastian Ullrich
Learning objectives	<ul style="list-style-type: none"> <li>▪ Understand and measure customer-based brand equity</li> <li>▪ Identify brand positioning and values</li> <li>▪ Describe and illustrate brand models</li> <li>▪ Plan and implement the brand marketing program,</li> <li>▪ Illustrate and apply the measuring and interpreting brand performance</li> <li>▪ Identify options for growing and sustaining brand equity</li> <li>▪ Understand and apply creativity techniques,</li> </ul>
Course contents	<p>1. Introduction and overview  2. Creativity workshop  3. Brands and brand management</p> <p>4. Identifying and establishing brand positioning and values  4.1. Customer-based brand equity  4.2. Brand positioning  4.3. Further brand models</p> <p>5. Planning and implementing the brand marketing program  5.1. Choosing brand elements to build brand equity  5.2. Designing marketing campaigns to build brand equity  5.3. Integrating marketing communications to build brand equity  5.4. Using secondary brand associations to build brand equity</p> <p>6. Measuring and interpreting brand performance  6.1. Developing a brand equity measurement and management system  6.2. Measuring sources of brand equity: capturing the customer mindset  6.3. Measuring outcomes of brand equity: capturing market performance</p> <p>7. Growing and sustaining brand equity  7.1. Designing and implementing branding strategies  7.2. Introducing and naming products and brand extensions  7.3. Managing brands over time</p>
Teaching methods	<ul style="list-style-type: none"> <li>▪ Lectures</li> <li>▪ Exercises</li> <li>▪ Hermeneutic discourses</li> <li>▪ Discussion</li> <li>▪ Student presentations</li> <li>▪ Self-study</li> </ul>
Prerequisites	There are no formal requirements.
Suggested reading	<ul style="list-style-type: none"> <li>▪ Keller, K.L.: Strategic Brand Management, Pearson Education.</li> <li>▪ Kapferer, J.-N.: The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page.</li> <li>▪ Keller, K.L. (2003): Brand Synthesis: The Multidimensionality of Brand Knowledge, Journal of consumer Research.</li> <li>▪ Further research articles given in class.</li> </ul>
Applicability	<p>This course is in particular applicable to the following master programmes: International Business and Economics (M.A.; "IBE"), Finance (M.Sc.).</p> <p>This course is also applicable to other business-oriented master programmes offered by Schmalkalden University of Applied Sciences.</p>

Workload	<p>Total workload: 180 hours, of them:</p> <ul style="list-style-type: none"> <li>▪ Lecture: 45</li> <li>▪ Self-study: 135, of them: <ul style="list-style-type: none"> <li>▪ Course preparation (in particular reading): 30</li> <li>▪ Follow-up: 30</li> <li>▪ Preparation for academic research project: 45</li> <li>▪ Exam preparation: 30</li> </ul> </li> </ul>
ECTS credit points and weighting factor	6 ECTS credit points; weighting factor: 6/120 (IBE) or 6/90 (Finance), respectively
Basis of student evaluation	<ul style="list-style-type: none"> <li>▪ Comprehensive written examination, 90 minutes (80%)</li> <li>▪ Student research project (20%)</li> </ul>
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.