



Brand management

(IEBM II module)

An introduction to the elearning course

Elearning course structure

Section 1: Understanding brands and branding

This section introduces key concepts and definitions to start building a technical language of brand management

- ▶ **Presentation 1:** Key definitions

Section 2: Strategic brand management

This section presents fundamental strategic brand management models supporting brand managers in establishing the brand, measuring and interpreting the brand performance, and sustaining the brand equity over time

- ▶ **Presentation 2:** Brand positioning
- ▶ **Presentation 3:** Brand resonance
- ▶ **Presentation 4:** Brand value chain
- ▶ **Presentation 5:** Brand portfolio optimization
- ▶ **Presentation 6:** Brand extension

Section 3: Brand analysis and measurement

This section introduces the importance of brand analysis and a structured reporting methodology which assists brand managers in maintaining and growing the brand

- ▶ **Presentation 7:** Brand Audit

Section 4: Global brand strategies

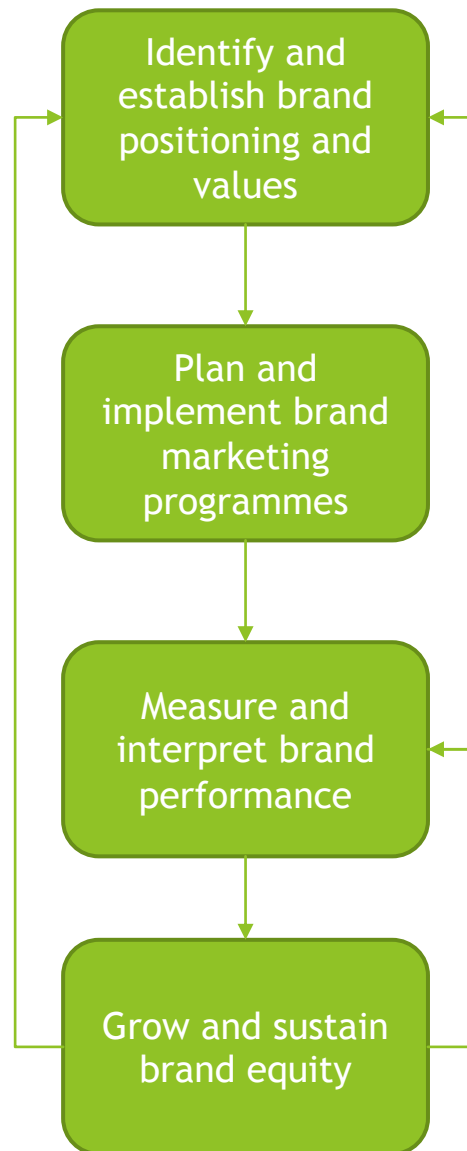
This section introduces the challenges of internationalisation, discussing the advantages and disadvantages characterising regionalisation, standardisation and adaptation strategies

- ▶ **Presentation 8:** Brand internationalisation
- ▶ **Presentation 9:** Secondary brand associations and Country of origin

Readings

- ▶ Keller, K. L. (2013). *Strategic Brand Management. Building, Measuring, and Managing Brand Equity* (4th ed.), Pearson: chapters 1, 2, 3, 4, 5, 7, 8, 9, 11, 12, 14.
- ▶ Additional readings for consolidating background knowledge on marketing:
 - ▶ Lambin, J.J., Schuiling, I. (2012). *Market-driven management. Strategic and Operational Marketing*. 3rd edition. Palgrave Macmillan.

Strategic Brand Management Process



The structure of the course

- These are the steps of the strategic brand management process (Keller 2013)
- These steps are filled with:
 - Models and tools supporting decision-making
 - Analytical frameworks to reach insights into the state of the art of the brand
 - Conceptual frameworks to set brand growth and internationalisation strategies

Source: adapted from Keller, 2013

Mock test

- ▶ This *Brand Management (IEBM II module)* elearning package closes with a mock test composed of 5 multiple choices and 2 open questions to help you test your learning advancements.
- ▶ You will also find the correct answers for the multiple choices and sample answers for the open questions
- ▶ The mock test does not coincide with the assessment modalities of the Brand Management course. Please check the exam modalities for the course on the webpage of the course (check your enrolment year) on the university online platform and contact the course lecturer