

Syllabus

– Branding and Brand management –

5 Credits



INSTITUT CATHOLIQUE DE KABGAYI

Faculty of Journalism and Communication

Department of Journalism – 4th Year – 1st Semester

Contents

Introduction..... 3

Lectures 3

 Introduction: What is a brand and what is brand management?..... 3

 Storytelling and Branding 4

 The Internationalization of brands..... 4

 The importance of consumer perception and behavior in branding 5

 Tools for marketing and branding strategy..... 5

 Brand Equity 6

 Branding architecture..... 6

 Building a corporate social responsibility image..... 7

 Branding and Ethics..... 7

 Internet and Social media branding 8

 Graphic design in branding..... 8

 Case study: Coca Cola..... 9

 Case study: Nokia in India 9

 Case study: L’Oreal 9

 Question time..... 10

Workshops..... 10

Case study: Vodafone..... 11

Exams..... 11

Introduction

This course aims to empower students with knowledge and capacities to understand and analyze brand and branding management, from a corporate and consumer perspective. This objective will be achieved analyzing carefully the key concepts surrounding the subject: corporate perspective; the development of brand and brand architecture; the definition and role of marketing mix; the integrating marketing communication and brand management; the consumer perception in branding; etc.

Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. Practical exercises (workshops) entail written exercises (storytelling) and oral presentations (case studies) and logo design. A mandatory case study (Vodafone) has to be prepared by students and represents 25% of the overall score for the unit.

Students shall read compulsory readings before attending lectures and workshops. Readings are available on the website www.guillaumenaicse.com/ICK

Lectures

Introduction: What is a brand and what is brand management?

Duration: 1 Hour

Content:

This lecture is an introduction to the course and the principles of branding and brand management. Its intent is to give a definition of the key terms related to brand and branding (marketing mix, brand, branding, storytelling, etc.) and to show the interest and the extent of the unit.

Related Documents:

E. Barneys, Propaganda, 1928

Naomi Klein, No Logo,

Glossary of Terms

Sicco van Gelder, Global Brand Strategy: unlocking branding potential across countries, cultures and markets, 2003

Brad Van Auken, The Language of Branding: 'Brand', 2007

Storytelling and Branding

Duration: **4 Hours**

Content:

Storytelling has become a strategic priority for direct and indirect brand marketing initiatives. This lecture focuses on the art of writing brand stories, showing that, from old times to contemporary marketing techniques, not so much has changed. The lecture will also focus on storytelling and transmedia, to understand its implication in marketing strategies.

Related Documents:

Stephen Herskovitz and Malcolm Crystal, The essential brand persona: storytelling and branding, 2010

Carlo Alberto Scolari, Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production, 2009

Eveliina Tarvainen, Storytelling as a branding tool in social media_Master Thesis, 2013

The Internationalization of brands

Duration: **2 Hours**

Content:

The internationalization of a brand is a key step for a company willing to export its products abroad. This lecture describes adaptive marketing, the encounter between global brand and local cultures as well as the consequences of this internationalization for local markets (glocalization)

Related Documents:

Isabelle Schuiling and Jean-Noël Kapferer, Real Differences between Local and International Brands: Strategic Implications for International Marketers, 2004

Craig J. Thompon, Zeynep Arsel, The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization, 2012

Nabil Ghantous, Brand internationalization strategy beyond the standardization/adaptation dichotomy, 2008

Aref A. Alaban, Linda A. Hayes, Georges N. Zinkhan, Anne L. Balazs, International Brand-name standardization/Adaptation: antecedents and consequences, 2001

The importance of consumer perception and behavior in branding

Duration: 3 Hours

Content:

Understanding consumer perception is crucial to determine a branding strategy. The lecture will focus on Social, Cultural, Personal and Psychological factors influencing consumer perception, as well as consumer behavior during purchase (rational choice and emotional factor) and memorization.

Related Documents:

Consumer Perception of Product Quality and the Country-of-Origin Effect, Gregory R. Elliott and Ross C. Cameron

The influence of metaphors and product type on brand personality perceptions and attitudes, Swee Hoon Ang and Elison Ai Ching Lim

Tools for marketing and branding strategy

Duration: 3 Hours

Content:

This chapter focuses on the main tool for marketing and branding: marketing mix, BCG charts, SWOT analysis, benchmarking, market research and the creation of a branding strategy.

Related Documents:

Scott M. Smith, Gerald S. Albaum, Basic Marketing Research: Volume 1, Handbook for Research Professionals, 2012

Boston Consulting Group Matrix (BCG)

Kay Kendall, Benchmarking from A to Z: Using Benchmarking to Achieve Improved Process Performance, 1999

Neil H. Borden, The Concept of the Marketing Mix, 1984

Michael G. Harbey, Robert F. Lusch, Branko Cavakarpa, A marketing mix for 21st century, 1999

Joanicjusz Nazarko, Basic benchmarking concepts and conditions for their introduction in the corporate and public sectors, 1997

Paul Hague, A practical guide to market research, 2012

Swot Analysis, www.mindtools.com

Brand Equity

Duration: 2 Hours

Content:

Brand equity refers to brand strength and brand value. A basic premise of brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time. Brand equity can be thought of as the "added value" endowed to a product in the thoughts, words, and actions of consumers. Understanding the sources and outcomes of brand equity provides a common denominator for interpreting marketing strategies and assessing the value of a brand. This lecture describes how brand equity is valued and the connection between brand strength and brand value to keep a strong relationship between brands and customers on the long term.

Related Documents:

Lisa Wood, Brands and brand equity: definition and management,

Dan Padgett and Douglas Allen, Communicating Experiences: A Narrative Approach to Creating Service Brand Image, 1997

Mike Reid, Sandra Luxton and Felix Mavondo, The Relationship between Integrated Marketing Communication, Market Orientation, and Brand Orientation, 2005

David K. Tse and Wei-na Lee, Removing negative country images: Effect of Decomposition, Branding and Product experience, 1993

Branding architecture

Duration: 2 Hours

Content: Brand architecture is an organizing structure that specifies brand roles and the nature of relationships between brands. Brand managers now face market fragmentation, channel dynamics, global realities, and business environments that have drastically changed their task. In addition, there is pressure to leverage brand assets because of the prohibitive cost of creating new brands. This set of challenges has created a new discipline called "brand architecture." It explores the needs for a company to be centralized or decentralized (in terms of its product range, sales, and marketing); and the extent to which the firm's market offerings are standardized versus customized.

Related Documents:

Steve Muylle, Niraj Dawar, Deva Rangarajan, B2B Brand architecture, 2012

Rajagopal, Romulo Sanchez, Conceptual analysis of brand architecture and relationships within product categories,

Susan P. Douglas, C. Samuel Craig and Edwin J. Nijssen, Integrating Branding Strategy across Markets: Building International Brand Architecture, 2001

Andreas Strebinger, Strategic Brand Concept and Brand Architecture Strategy—A Proposed Model, 2004

Building a corporate social responsibility image

Duration: 2 Hours

Content:

The concept of corporate social responsibility (CSR) has become a key strategic activity for many companies today. It is based on the concepts of social auditing, transparency and corporate accountability. This lecture analyzes the impact of CSR for companies and in its perception by consumers.

Related Documents:

Jaywant Singh, Maria del Mar Garcia de los Salmones Sanchez and Ignacio Rodriguez del Bosque, Understanding Corporate Social Responsibility and Product Perceptions in Consumer Markets: A Cross-Cultural Evaluation, , 2013

Kevin P. Gwinner and John Eaton, Building Brand Image through Event Sponsorship: The Role of Image Transfer, 1999

Michael E. Porter, Mark R. Kramer, Strategy and Society: the link between competitive advantage and corporate social responsibility, 2006

Branding and Ethics

Duration: 2 Hours

Content:

The use of brand-based marketing campaigns has come under intense scrutiny over the past 10 years for its power to facilitate deception and emotional manipulation. This lecture intends to explain why and how anti-brand activism developed and its impact on corporate branding, in particular the expand of ethical products.

Related Documents:

James F. Caccamo, The Ethics of Branding in the Age of Ubiquitous Media: Insights from Catholic Social Teaching, 2009

Guido Palazzo and Kunal Basu, The Ethical Backlash of Corporate Branding, 2007

Elsie Maio, Managing Brand in the New Stakeholder Environment, 2003

Andrew Crane, Unpacking the Ethical Product, 2013

Internet and Social media branding

Duration: **3 Hours**

Content:

Consumer behaviors have evolved with the venue of social networks, forums, social media and online videogames. Social media branding is now part of many branding strategies, modifying the relationship between brands and consumers, shortening the distance between them and changing their relationship. This article explores how companies integrate social media in their branding strategy and its consequences for their relationship with customers. Moreover, it focuses on techniques to optimize the visibility of brands on internet.

Related Documents:

Albert M. Muniz, Jr. and Thomas C. O'Guinn, Brand Community, 2001

Tracy Stokes, How Social Media Is Changing Brand Building, 2012

Michel Laroche, Mohammad Reza Habibi, Marie-Odile Richard, To be or not to be in social media: How brand loyalty is affected by social media?, 2012

Haakon Jensen, Social Media in B2B Branding , 2010

Graphic design in branding

Duration: **3 Hours**

Content:

This lecture introduces the basics of graphic design: its evolution, its design process and legal issues regarding its protection. It also presents the basics of web design (Skeuomorphic Web Design and Flat Design) and logo design.

Related Documents:

Pat Morin, Principles of Graphic Design,

Kommission Aus und Walterbildung, Deutsche Gesellschaft fur Photographie, Graphic Designs Basics, Principles of Graphic Design, 2000

Beveridge Seay, What makes a good logo a good logo?

Hopkins School, Logo Design Basics,

Paula DiMarco, Logo Design for record company,

Case study: Coca Cola

Duration: 2 Hours

Content:

The Coca Cola case is relevant to understand how a worldwide company succeeded to boost its sales through the use of corporate social responsibility, brand beliefs and brand behavior. A short presentation should be given by one or several students. The lecture will be an interaction between students, mediated by the lecturer.

Related Documents:

Contagious magazine, Coca Cola, Case study, 2012

Kenan Institute Asia, CSR Case studies : Coca Cola, 2012

Case study: Nokia in India

Duration: 2 Hours

Content:

The Nokia case is relevant to understand the marketing mix and branding strategy the company used to become and stay the leader in a large market as India. A short presentation should be given by one or several students. The lecture will be an interaction between students, mediated by the lecturer.

Related Documents:

Krishnendu Karmakar, Arindam Banerjee, Paritosh Kumar Singh, Rajneesh Kumar Sharma, Review of STP and Marketing Mix: Nokia, 2012

Zeeshan Mohammad, Brand dossier: Nokia, 2012

Case study: L'Oreal

Duration: 2 Hours

Content:

The L'Oreal case is useful to understand the portfolio brand strategy, the interest of multiculturalism as a managing style and adaptive marketing. A short presentation should be

given by one or several students. The lecture will be an interaction between students, mediated by the lecturer.

Related Documents:

Community of European Management Schools, The L'Oreal case, 2012

Claude Chailan, From an aggregate to a brand network: a study of the brand portfolio at L'Oréal, 2012

Hae-Jung Hong and Yves Doz, L'Oréal Masters Multiculturalism, 2013

Ted Landgraf, L'Oreal: Local Knowledge, Global Brand Case Study: What are Some of L'Oreal's Ways?, 2013

Question time

Duration: **2 Hours**

2 Hours of lecture will be to review the key concepts that have been developed during lectures and for student to ask questions.

Workshops

➤ **Writing a storytelling**

Students are assigned the task to write a story in a short timeframe to promote a brand and to present it in front of the class. Students have then to discuss the strengths and weaknesses of the story presented by their classmates.

➤ **Designing a logo**

Students are asked to design in a short timeframe a logo and to present it in front of the class. Students have then to discuss the strengths and weaknesses of the logo designed by their classmates.

➤ **Case studies**

Students will have to read the documents in reference to the cases presented in the Syllabus and to prepare a short presentation on the branding strategy chosen by the company under scrutiny. A discussion between students and mediated by the lecturer should follow the presentation.

Case study: Vodafone

The Case study is a practical exercise in line with the lecture given in class. It has to be submitted by the 2nd of December 2013. It is mandatory to complete it. The case study is available [here](#) or upon request to the lecturer to get a hard copy. The Case study represents 25% of the overall score for the unit.

Exams

The final examination will be an oral test, with a set of 3 main questions on different topics that have been exposed during lectures. The student has to demonstrate sufficient knowledge of the subject in order to pass the exam.