



Syllabus

Academic Year	2022/2023
Program	Marketing
Course	Brand Management
Term	II semester
Year	1
SSD	SECS/P-08
Credits	6

INSTRUCTIONAL GOALS

A first goal of the course consists of providing students with a solid understanding of the determinants of brand value and how companies should build this value, measure it and extend it over time.

Another goal of the course is to equip students with the ability to connect theories and models drawn from scientific and managerial literature with real cases of brand management, which leads to develop critical thinking and problem solving skills.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding:

By the end of the course, students should be able to:

- develop a critical and solid comprehension of brand management principles;
- understand how to create, measure and sustain brand equity;
- understand the theoretical foundations behind consumers' approach to brands.

Applying knowledge and understanding:

Upon completing the study program, students will be able to:

- interpret and apply theoretical principles about branding to purchase and consumption situations;
- apply branding concepts learned to framing and resolution of real brand management issues;
- work within interdisciplinary teams;
- assist brand managers in their day-to-day and long-term decisions.

Making judgements:

Upon completing the study program, students will be able to:

- think critically about their own attitudes and behaviors toward brands they know, evaluate or purchase;
- assess and interpret companies' brand management strategies and tactics they encounter in their life.



Communications Skills:

Upon completing the study program, students will be able to:

- communicate effectively in written form through completing the assignment and in oral form through final class debate and project work presentations;
- manage team-work relations by properly sharing own ideas and listen to others' ideas;
- engage in fruitful communications with the teaching team about course contents as well as about any organizational issues that may arise in due course.

Learning skills:

Upon completing the study program, students will be able to:

- use a multi-faceted toolbox that allows them to understand the relevance of proper brand management strategies and actions for companies' survival and growth;
- use the acquired knowledge to access to prominent job positions within data-driven companies and institutions and/or to access to further advanced learning programs such as PhD or Master in Marketing.

Pre-requisites	Knowledge of the marketing process and of today's key topics in marketing.
Course content	After an introduction on what brands are and why they are relevant for consumers, the course will deal with the following topics: <ul style="list-style-type: none">• brand positioning and customer-based brand equity;• building strong brands;• designing and implementing brand marketing programs;• branding in the digital era;• communicating brand positioning;• measurement and interpretation of brand performance;• building and developing brand architectures.
Reference Books	Keller, K.L. and Vanitha S. (2020), <i>Strategic brand management: Building, measuring, and managing brand equity</i> . Harlow: Pearson. Slides, materials and research papers will be listed and made available on the e-learning platform.
Teaching Methods	Asynchronous and face-to-face teaching will be complemented by case studies, one main project work, scientific paper discussions and interviews with professional experts. Students' participation during lectures is strongly encouraged.
Assessment	The exam consists of (i) a mid-term written exercise on scientific papers (individual work, 20% of the final grade), (ii) a project work in collaboration with a company (group work, 50% on the final grade) and (iii) a final written exam (individual work, 30% of the final grade). Additionally, 1 bonus point will be attributed to the top 10% of students based on instructors' assessment of their participation to in-class discussions. In the midterm exercise, students are required to demonstrate that they have developed a solid comprehension of branding principles as emerging from the recent scientific debate as well as ability to think critically about possible future developments of extant research on the topic dealt with in the paper. In the group project work, students will collaborate with a company. In particular, during the first week of classes the company will give students a brief about a branding issue it has been experiencing and on which students will work during the entire course with the mentoring of instructors and the teaching assistant. During the last course week, students will present their project output to the company's management team. The final written exam will be composed of a mix of multiple choice questions and essays on the contents covered in the textbook and other course materials.

