Brand Management

Academic Year: 2017/2018  Semester: 1st

Instructor(s): Kyryl Lakishyk

Contact(s) and Office hours:
Email: kyryl@ucp.pt  Phone: 21.721.4250  Office 5312A,  Office hours by appointment

Biography:


Course overview and objectives:

The purpose of this course is to teach you how to build, manage, and leverage world-class brands. The broad learning of this course are: 1) to increase your understanding of the important issues in planning and evaluating brand strategies; 2) to present relevant theories, conceptual models, and other tools and principles to make more effective branding decisions; and 3) to provide a forum for you to apply these principles. Particular emphasis is placed in the course on understanding psychological principles at the consumer level that will improve managerial decision-making with respect to brands. Another aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc.) Throughout the class we will cover qualitative and quantitative research methods necessary for managing brands. The overall goal of the course is to develop students’ ability to think strategically about branding problems and opportunities through exposure to variety of concepts, methods and real world examples.

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. The specific objectives of this course include:

- Understanding the value of branding for the firm and learn how to develop branding strategy.
- Learning and applying qualitative methods of marketing research;
- Applying conceptual models and frameworks to effectively used by today’s marketing managers
- Designing and conducting comprehensive benchmark studies for brands – Brand Exploratories.
Course Content:

The course is organized around three main pedagogical components: (1) lectures to present the course content with in-class examples and discussions of the course topics, (2) advanced readings in preparation to the classes, and (3) Brand Exploratory group project. The main themes developed through the course are:

- Consumer Based Brand Equity
- Brand Positioning Strategies
- Measuring Brand Equity and Perceptions
- Brand Elements
- Developing Marketing Programs for Enhancing Brands
- Brand Portfolio and Extensions

Required background: None

Grading:

Grades will be based on a weighted average of your performance in class participation, Brand Audit Report, and a final comprehensive examination. The grading elements are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Individual/Group Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>individual grade</td>
<td>10%</td>
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<tr>
<td>Group assignments/project</td>
<td>group grade</td>
<td>35%</td>
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<tr>
<td>Final Exam</td>
<td>individual grade</td>
<td>55%</td>
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All assignment submissions should be made electronically via www.turnitin.com (please see details on the Moodle course site).

Bibliography:

Required reading: Course Readings (available on moodle). Occasional handouts will be distributed in class. No required textbook is assigned for this course.

Keller, Kevin Lane, Strategic Brand Management, Prentice Hall
Lehman, Donald R. and Russell S. Winer, Product Management, McGraw-Hill/Irwin
Clifton, Rita and John Simmons, Brands and Branding, The Economist/Profile Books LTD
Clifton, Rita and John Simmons, O Mundo das Marcas, Actual Editora (PT version)

Online materials: reading materials, including schedule and class handouts will be available on Moodle course site. Both the site and materials are password protected and this content must not be shared with anyone outside of this course.

Other resources: In addition to the class website, below is a list of useful secondary sources relevant to marketing. The starred (**) references are academic journals.

<table>
<thead>
<tr>
<th>Selected resources</th>
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<th>Concept Mapping Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Advertising**</td>
<td>ads.oftheworld.com</td>
<td>freemind.en.softonic.com/</td>
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<tr>
<td>Journal of Business Research**</td>
<td>brandchannel.com</td>
<td>freeplane.sourceforge.net</td>
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<tr>
<td>Journal of Consumer Research**</td>
<td>copyblogger.com</td>
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<tr>
<td>Journal of Marketing Research**</td>
<td>marketingprofs.com</td>
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<tr>
<td>Journal of Marketing**</td>
<td>sethgodin.com/sg/</td>
<td></td>
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<tr>
<td>Marketing Science**</td>
<td></td>
<td><a href="http://goo.gl/UgE8J">http://goo.gl/UgE8J</a></td>
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Extra Costs (case studies, platforms...): None

Miscellaneous information:

Class Participation: The benefit that you derive from the course depends upon the extent to which you expose your own viewpoints and conclusions to the critical judgment of the class.

Here are a few necessary (but not sufficient) conditions for high participation grade:

- Attendance is essential and expected.
- Use Name Tag (available online) to ensure credit for participation.
- Carefully fill out The Brand Management survey by the due date (individual survey link will be sent to the student’s email in the second week of classes).

You are neither expected to have all the right answers in every class nor to dominate every in-class discussion. The primary emphasis should be on consistency and quality of participation, not quantity. The quality of participation is reflected in careful reading of assigned material, thoughtful reflection, and clear and concise comments. From time to time it may be necessary for your classmates or me to keep the class discussion moving (i.e., please don’t take personally when your comment or question does not receive sufficient attention in the interest keeping the discussion on track).

Some people are intimidated by the "obligation" of speaking up in class. Don’t be. Your anxiety will be reduced only through practice! The secret to cutting your stress level is to BE PREPARED! Additional participation credit may be earned by (1) posting thought provoking examples and participating in the Facebook group of the course, and (2) bringing physical examples (good or bad) of brand positioning or advertising, product packaging, etc.

In order to help me get to know you and to give you credit for your comments, I suggest that you attempt to sit in the same seats throughout the course (avoiding seats in the last row). Each student can ascertain the adequacy of her/his contribution by occasional discussion with me.

Groups: An essential ingredient of this course is the Brand Exploratory Project (guidelines posted on the course website, with additional remarks in class). You will need to form brand management teams to work on this project and any other assignments in this course. Please form max 5 member teams with at least 1 exchange student and no more than 2 students from the same undergraduate school. At the end of the course each group member will be asked to hand in a confidential evaluation of the participation of each group member. All members of the group typically receive the same grade. However, in the case of evidence of "free-riding" this policy will be relaxed.

Suggestions for Success

- Talk about expectations for how your group should operate with all members. Be clear early in your team's development about what the acceptable standards of work contributed are. You will avoid miscommunication and frustration later in the term.
- Develop a structure (protocol) for group meetings e.g., agenda items, how meeting will progress, minimum expectations for each member’s participation, cell phones off, etc. By communicating these expectations amongst your team early in the term your team will function more efficiently.
- Should any group related problems arise, seek my intervention early in the term, while it is useful.
Code of conduct and ethics:

Católica Lisbon School of Business and Economics is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. A crucial element to achieve these goals is the creation and maintenance of an atmosphere contributing to learning and personal growth for everyone in the community. The success of CATÓLICA-LISBON in attaining its goals and in maintaining its reputation of academic excellence depends on the willingness of its members, both collectively and individually, to meet their responsibilities.

Along with all the other members of our community, students are expected to follow professional standards and CATÓLICA-LISBON standards of Academic Integrity. Some details should be mentioned here: Please arrive on time for class with uninterrupted attendance for the duration of the class. Signing attendance sheet for anyone else in the class constitutes fraud and a violation of the CLSBE code of conduct. Use of computers and other electronic devices during the class is not allowed, unless expressly requested by the instructor of the course. Students who persistently act in a disruptive and disrespectful manner during the class session may be invited to leave.

Students are expected to behave at all times according to the fundamental principles of academic integrity, including honesty, trust, fairness, respect, and responsibility. In particular,

a) In **individual graded assignments** of any type, students may not collaborate with others or use any materials without explicit permission from the instructor of the course;

b) In **group assignments and reports**, all students listed as authors should have performed a substantial amount of work for that assignment;

c) It is dishonest to fabricate or falsify data in experiments, surveys, papers, reports or other circumstances; fabricate source material in a bibliography or "works cited" list; or provide false information in other documents in connection with academic efforts;

d) **Plagiarizing**, i.e. “to steal and pass off the ideas or words of another as one’s own and or to use another’s production without crediting the source” (Merrian-Webster Dictionary) is an Academic Integrity breach. It can be avoided by using proper methods of documentation and acknowledgement. Visit this guide for additional resources on how to avoid plagiarism in your written submissions [http://en.writecheck.com/plagiarism-guide](http://en.writecheck.com/plagiarism-guide)

e) In **exams** students must not receive or provide any unauthorized assistance. During an examination, students may use only material and items authorized by the faculty. Use of smartwatches or other communication devices is not permitted during the exam.

Academic integrity breaches will be dealt with in accordance with the school’s code of Academic Integrity: [https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf](https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf)