



18th LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
3 - 21 July 2017

University of Ljubljana

FACULTY OF
ECONOMICS

LJUBLJANA SUMMER SCHOOL 2017

COURSE TITLE: STRATEGIC BRAND MANAGEMENT: MEANING, VALUE AND CULTURE

Type of course: Bachelor course (for students in the final year of study) & Master course

Lecturer: Dr Peter Spier, SKEMA Business School, France

ECTS credits: 7

Aims of the course:

Few would deny the importance of brands as valuable assets and a potential source of sustainable competitive advantage. Nestlé bought Rowntree (KitKat, After Eight...) for almost three times its stock market value and 26 times its earnings. This value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it: 'products are created in the factory. Brands are created in the mind.'

Brands provide a short cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain life style, set of values or attitude. Brands can become objects of affection or desire: 'Lovemarks', even. Buying a brand is an integral part of an individual's quest for identity and meaning.

Students will learn how companies manage 'brand equity' - clearly a major strategic issue - but also to reflect on how the use of different frameworks for understanding brands impacts the way they are managed.

This course provides a comprehensive introduction to strategic brand management, covering such areas as the building of brand equity, brand identity, brand extension, brand portfolios etc. in national, regional and global markets.

More than that, however: the course explores the importance of intangible, relative value in business and shows how to manage this better.



As a result of this module, students will be able to:

Knowledge and Understanding (subject specific)

understand a broad range of issues related to branding, but also achieve a richer vision of how meaning and value are created in a variety of cultural contexts

Cognitive skills

use a range conceptual frameworks and approaches to better understand how brands function and integrate the cultural dimension of branding

Key transferable skills

understand the implications of different theoretical approaches to branding and the management of intangibles and 'meaning' in international marketing

Ethical and social understanding

understand the importance of values and ethics in the branding process

Course syllabus:

Indicative and subject to change:

1. Introductory session – branding exercise. Brand basics. Case examples: Got Milk? + the re-branding of Uber
2. Brand overview - the brand, the product, the market... Understanding codes, discourses and the potential for renewal and disruption.
3. From function to emotion: More about brands and how we relate to them: reason, affect and decision-making. Brand personality, brand archetypes. Brand endorsement and meaning transfer.
4. Branding people and experience. Service and experiential branding. Case study: Starbucks – more than just a cup of copy
5. Brands in context. The social meaning of brands. What consumer studies and anthropology teach us. Brands and the construction of social identity.
6. A diamond is forever, beer is for men: the cultural rooting of brands. Case example: Levi's denims
7. Brands & communities: Harley Davidson and Jones Soda. Tribal marketing & social networks.
8. Brand placement, brand content, brand events
9. Branding with purpose: mission-driven brands, employer branding, branding for millennials

Bibliography:

- Tilde Heding et al. (2008), Brand Management: Research, Theory and Practice, Routledge
- Mark Gobe (2010), Emotional Branding, Allworth Press
- Douglas Holt (2004), How Brands Become Icons, Harvard University Press
- Douglas Holt (2012), Cultural Strategy, Oxford University Press
- Jean-Noel Kapferer (2012), New Strategic Brand Management, Kogan Page
- Kevin Keller (2012), Strategic Brand Management, Pearson
- Chris Malone and Susan Fiske (2013), The Human Brand, John Wiley & Sons
- Lisa Penalosa et al (2011), Marketing Management: A Cultural Perspective, Routledge



Teaching methods:

Interactive class sessions and lectures, project-based learning, student presentations, case studies

Prerequisites:

Students should have done at least an introductory course in marketing, such as Principles of marketing or Marketing management.

Examination methods:

- Group project with presentation on brand strategies in a chosen market (50%)
- Final exam based on a short case study (50%)

Note: This course is comparable to the officially accredited course Brand Management (ECTS: 7) at the Faculty of Economics, University of Ljubljana.

