



19th LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
2 - 20 July 2018

LJUBLJANA SUMMER SCHOOL 2018

COURSE TITLE: Strategic Brand Management: meaning, value and culture

Type of course:

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

ECTS credits: 7

Lecturer:

Dr Peter SPIER

SKEMA Business School, France

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. It could be argued that brands create value by providing consumers with a form of belief system and telling powerful stories that embody these beliefs and values.

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 sense and meaning in the creation of value as well as the degree to which this is rooted in a specific cultural context. In doing so, it raises a number of important questions about the role of marketing and consumption in modern society.





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

- Understand a broad range of issues related to branding, but also achieve a richer vision of how meaning and value are created
- Use a range conceptual frameworks and approaches to better understand how brands function
- Understand the implications of different theoretical approaches to branding and the management of intangibles and ‘meaning’ in marketing
- 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 and AirBnB
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 coffee
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

Literature:

- Mark Gobe (2010), Emotional branding (Allworth Press)
- Tilde Heding et al. (2008), Brand management: research, theory and practice (Routledge)
- Douglas Holt (2004), How brands becomes icons (Harvard University Press)
- Douglas Holt (2012), Cultural strategy (Oxford University Press)





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- Jean-Noel Kapferer (2012), *New strategic brand management* (Kogan Page)
- Kevin Keller (2012), *Strategic brand management* (Pearson)
- Chris Malone & Susan Fiske (2013), *The human brand* (John Wiley & Sons)
- Lisa Penalosa et al (2011), *Marketing management: a cultural perspective* (Routledge)

Teaching methods:

The course will balance theory and practical application, with considerable use of case studies and student project work.

Prerequisites:

It is advisable for participants to have intermediate knowledge of marketing.

Examination methods:

Group assignment: 40%

Final exam (case study/short essay questions): 60%

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

