



UNIVERSIDAD
esan

Syllabus Branding

August – December 2015

X Cicle

Professors

Karlo Calle Gonzalez

I. General course information

Course: Branding
Previous Courses: Marketing Communications,
Industrial Marketing

Code: 02951
Semester: 2015-2
Cicle: X

Credits: 3

II. Summary

The course develops theoretical & concept based competences, identifies and describes the construction of brand value.

Includes brand concepts in a global context, basic brand concepts, the core elements of the brand, the construction of brand value, the importance of brand identity, brand evaluation and brand audit.

III. Course objective

To facilitate, propose and comprehend best branding practices, methods, cases, in direct application to Peruvian and International markets.

The achievement of critical analysis, problem solving and decision making capabilities is key to the course. Participants should analyse and develop alternatives to solution based situations. They will achieve competences to develop brand strategies, analyze brand architectures, brand portfolios and assess different branding cases in multiple industries. The strengthen of oral presentation capabilities and business vocabulary in English is relevant to obtain course objectives

IV. Learning results

- Understand Branding best practices
- Be aware of the importance of brands and the brand building process
- Relate Marketing, Advertising and Branding concepts
- Develop and analyse brand strategies, brand architecture and portfolio strategies
- Apply current branding methods to Peruvian and international business cases
- Assess the implementation of branding knowledge
- Comprehend the impact of marketing strategies in the brand building process
- Analyze the application of different branding topics
- The usage of high level branding vocabulary
- The improvement of oral, written business english with all the above

V. Methodology

The use of lectures, branding cases and practical application of the knowledge.

Students will analyze branding papers, discuss cases and personalize branding situations in real market context. Business English language will be enhanced by promoting student participation in discussions, presentations and written papers.

A final group project will be presented in the last part of the course, oral and written work will be assessed.

VI. Assessment

The course assessment is continuous to enhance academic performance. Final results is the average of Continuous Assessment(40%), Midterm exam (30%), Final exam(30%).Continuous Assessment includes the result of Reading Tests, Qualified Assessments, homework, active student participation and a final branding project(written and oral presentation).

CONTINUOUS ASSESSMENT 40%			
Assessment	Description	%	
Reading Tests	3 Reading Tests	20	
QualifiedAssessment	2 Qualified Assessment(PC)	15	15
Written Project	Final Branding Project	30	
OtherAssessments	Homework and class discussions	20	

The Final Average (PF) is the result of:

$$PF = (0,30 \times EP) + (0,40 \times PEP) + (0,30 \times EF)$$

VII. Course programme

WEEK	TOPIC	ASSESSMENT
1° 24-29 August	<p>INTRODUCTION TO BRANDING AND BRAND VALUE</p> <ul style="list-style-type: none"> • Importance of brands • Concepts on Branding and Brand Management • Brand Element Choice Criteria • Marketing Advantages of Strong Brands • Financial Brand Value • Impact of brands in markets, society and business <p>Kapferer.J.N.(2012)The New Strategic Brand Management,Chapter 1 Brand Equity in Question En Clave de Marcas, Gonzalo Brujo, Interbrand, LID Editorial Empresarial, Madrid, España .Capítulos 1 ¿Qué es el valor de marca?, Capítulo 2 El valor financiero de la marca y Capítulo 4 ¿Qué hace grande a una marca?</p>	
2° 31 August- 05 September	<p>BRAND EQUITY</p> <ul style="list-style-type: none"> • Describes the brand equity model (D.Aaker) • Perceived Quality • Brand Associations • Brand Awareness • Brand Loyalty • Brand Asset Valuator- Young & Rubicam (Y&R) • Customer Equity <p>Brand Equity (David Aaker) www.prophet.com www.brandchannel.com/images/papers/BrandEquityCapitalizing.pdf</p>	<p>Case 1</p> <p>Final Project explanation</p>
3° 07-12 September	<p>BRAND IDENTITY</p> <ul style="list-style-type: none"> • Product Brand Identity • Corporate Brand Identity • Brand Design • Brand Personality • Aaker's Brand Identity Model • Keller's Prism Model <p>En Clave de Marcas, Gonzalo Brujo,Interbrand,LID Editorial Empresarial, Madrid, España .Capitulo 8 Identidad visual y verbal Aaker,D.(1996)Construir marcas poderosas,España,Empresa Editora El Comercio cap 3 Sistema de Identidad de Marca Kellogg on Branding Ch.2 Designing Brands</p>	<p>Test No 1</p> <p>Final Project acceptance</p> <p>Case 2</p>
4° 14-19 September	<p>BRAND STRATEGY</p> <ul style="list-style-type: none"> • Brand Positioning • ValueProposition • Brand Repositioning and Relaunching • Brand Reinforcement and Brand Revitalization • Flankerbrands • Brand leverage, vertical and horizontal extensions • Brand Management in time <p>Kellogg on Branding, Chapter 1 Brand Positioning.Chapter 5 Brand Extensions.Harvard Business Review on Brand Management , The logic of product lineextensions.Aaker,D(1996) Construir marcas ponderosas,España,Empresa editora El Comercio,Cap.8 Apalancar la marca.Positioning your product ,D.Aaker</p>	<p>Case 3</p> <p>Homework Product Positioning Aaker's model</p>

<p>5° 21-26 September</p>	<p>BRAND ARCHITECTURE</p> <ul style="list-style-type: none"> • Brand Architecture models • Branded House and House of Brands • Brand Roles: Masterbrands, sub brands, endorser brands, driver ,double branding <p>Brand Portfolio Strategy (David Aaker), Chapter 1 Brand Portfolio Strategy, Chapter 2 The Brand Relationship Spectrum, Chapter 3 Inputs to Brand Portfolio Decisions. Harvard Business Review on Brand Management, Should you take your brand to where the action is?</p>	<p>Test No 2</p>
<p>6° 28 September- 03 October</p>	<p>BRAND ARCHITECTURE</p> <ul style="list-style-type: none"> • Cases in Brand Architecture Models • Cases in Brand Roles 	<p>Case 4</p>
<p>7° 05-10 October</p>	<p>BRAND PORTFOLIO</p> <ul style="list-style-type: none"> • Brand portfolio assessment • Brand Analysis • Opportunities and threats <p>Mckinsey Quarterly, Making brand portfolio work Sense solving the puzzle of complex brand portfolios Unilevers Acquisitions Slim Fast ,Ben &Jerry,Bestfoods article</p>	<p>Qualified Assessment No 1</p>
<p>8° 12-17 October</p>	<p>MID TERM EXAM</p>	
<p>9° 19-24 October</p>	<p>NAMING</p> <ul style="list-style-type: none"> • Name building process • Visual Brand Identity • The impact of a good name in a business • Budget reduction, brand equity strength and developing differential advantage • Domestic and international names <p>Choosing a powerful name http://www.brandchannel.com/brand_speak.asp?bs_id=122</p>	<p>Submit Final Project 1st part</p>
<p>10° 26-31 October</p>	<p>MARKETING MIX AND BRAND BUILDING</p> <ul style="list-style-type: none"> • The impact of marketing mix decisions in brand equity • Product, price, marketing channels and marketing communications relationship to brand building value • Relevance vs. Preference (D.Aaker) • The impact of advertising in building brand equity • Marketing communications and the brand building process • Internal Branding • New brand launches, rebranding <p>En Clave de Marcas, Gonzalo Brujo,Interbrand,LID Editorial Empresarial, Madrid,España .Capitulo 9 Comunicación de la marca, Capitulo 3 La gestión de marca desde el punto de vista de las relaciones públicas. Marketing Management (Kotler & Keller), Chapter 10</p>	<p>Case 5</p>

<p>11°</p> <p>02-07 November</p>	<p>PRIVATE BRANDS</p> <ul style="list-style-type: none"> • Private brand development • Crowdsourcing branding • Brand strategies, brand architecture in supermarkets and department stores • Global and Peruvian cases Aldi, Tesco, Carrefour, Cencosud, Falabella <p>http://www.prophet.com/blog/aakeronbrands/33-the-private-label-war</p>	<p>Test No 3</p>
<p>12°</p> <p>09-14 November</p>	<p>RETAIL BRANDING</p> <ul style="list-style-type: none"> • Retail Branding best practices • Brand design and interior design • The Future of retail • Brand Licensing and Franchising <p>http://www.rankingthebrands.com/PDF/Interbrand%20Best%20Retail%20Brands%202011.pdf</p>	<p>Case 6</p>
<p>13°</p> <p>16-21 November</p>	<p>SPONSORING, CELEBRITIES, CO-BRANDING , BRAND AS A COUNTRY, BRAND EXPERIENCE</p> <ul style="list-style-type: none"> • Sponsoring assessment • The impact of celebrities in brand equity • Co-branding alliances • Brand as a country, Peru, Colombia • Brand experience • Brand Communities <p>En Clave de Marcas, Gonzalo Brujo, Interbrand, LID Editorial Empresarial, Madrid, España, Capítulo 6 La experiencia de marca, Capítulo 15 Creación de la marca país. Marketing Management (Kotler & Keller), Chapter 10</p>	<p>Qualified Assessment No 2</p>
<p>14°</p> <p>23-28 November</p>	<p>GLOBAL BRAND MANAGEMENT & MEASURING BRAND PERFORMANCE</p> <ul style="list-style-type: none"> • Trends in Global Business • Designing Holistic Marketing Activities • Global brand management • Global Advertising and brands • Global Cases • Brand Metrics & Assessment system <p>Kapferer, J.N. (2012) The New Strategic Brand Management, Chapter 17 Managing Global Brands En Clave de Marcas, Gonzalo Brujo, Interbrand, LID Editorial Empresarial, Madrid, España, Capítulo 18 Internacionalizarse con marca o morir. How Global Brands Compete www.sba.pdx.edu/faculty/ahutinel/Read/25.pdf</p>	<p>Submit Final Project</p>
<p>15°</p> <p>30 November - 05 December</p>	<p>FINAL PROJECT PRESENTATIONS INTEGRATED CASES IN BRANDING & ARTICLE PRESENTATIONS</p>	
<p>16°</p> <p>07-12 December</p>	<p>FINAL EXAM</p>	

VIII. BIBLIOGRAPHY

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- Brujo,G.(2010) En clave de Marcas, Madrid, España,Interbrand:LID Editorial Empresarial
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- Calkins,T.,Tybout,A&Kotler,P.(2005)Kellogg on Branding : The marketing Faculty of the Kellogg School of Management
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- Harvard Business School (1999) Harvard Business Review on Brand Management: Harvard Business School Press
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IX. PROFESSOR

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