



Course Syllabus

Branding

August – December 2018

X Level

Estuardo Lu Chang-Say

I. General course information

Course: Branding
Previous Courses: Marketing Communications

Code : 02951
Semester : 2018-II
Level : 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 analyze and develop alternatives of solution for different contexts or 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 are relevant to achieve 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 analyze 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 present in the last part of the course, oral and written work will be asses.

VI. Assessment

The course assessment is continuous to enhance academic performance. Final results is the average of Continuous Assessment (55%), Midterm exam (20%), Final exam (25%). 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 AVERAGE (PEP) 55%			
Assessment	Description	%	
Reading Quizzes	3 Reading Quizzes	15	
Qualified Assessment	2 Test (PC)	15	15
Written Project	First Draft: Brand Audit	35	
	Final Presentation: Brand Improvement Proposal		
Other Assessments	Class discussions and 4 Case Study	20	

The Final Average (PF) is the result of:

$$PF = (0,20 \times ME) + (0,55 \times PEP) + (0,25 \times FE)$$

VII. Course programme

LEARNING UNIT I: INTRODUCTION TO BRANDING, BRAND VALUE, BRAND NAME, BRAND EQUITY & BRAND IDENTITY		
Achievement: At the end of the first unit, the student understands the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands.		
WEEK	CONTENTS	ACTIVITIES/ CRITERIA TO ASSESS
1° August 20 to 25	<p>INTRODUCTION TO BRANDING AND BRAND VALUE</p> <ul style="list-style-type: none"> • Importance of Brands • Brand Name and Positioning • Concepts of Branding and Brand Management • Marketing Advantages of Strong Brands • Most Valuable Brands <p>Keller (2013). Brands and Brand Management. In Strategic Brand Management Chap. 1 (pp.29-64).</p> <p>Aaker, David A. Shansby, Gary J. (Mayo-Junio, 1982): Positioning your Product. En: Business Horizons. (pp. 56-62).</p>	Final Project explanation
2° August 27 to September 01	<p>BRAND EQUITY AND BRAND RESONANCE PYRAMID</p> <ul style="list-style-type: none"> • Aaker's Brand Equity model description • Equity Foundations: Brand Vision and Brand Identity • Brand Awareness and Brand Associations (Brand Images, Perceived Quality) • Brand Performance (Brand Loyalty, Price Premium) • Four Steps for Strong Brands Building: Brand Resonance Pyramid • Keller's Brand Equity model sub dimensions <p>Aaker (1991). What is Brand Equity? In Managing Brand Equity Chap. 1 pp1-33.</p> <p>Chiranjeev K. & Leuthesser L. (2001) "Brand Equity: Capitalizing on Intellectual</p> <p>Kapferer, J.N. (2008). Introduction: Building the Brand when the clients are empowered. In The new strategic Brand management: creating and sustaining Brand long term. Chap 1 (pp. 1-29).</p> <p>Brand Equity (David Aaker) www.prophet.com</p> <p>http://www.insightsassociation.org/issues-policies/best-practice/brand-equity-models-and-measurement</p>	Case 1
3° September 03 to 08	<p>THE BRAND VALUE CHAIN</p> <ul style="list-style-type: none"> • The Brand Value Chain • Customer Equity • Brand Asset Valuator- Young & Rubicam (Y&R) <p>BRAND ELEMENTS FOR BRAND EQUITY BUILDING</p> <ul style="list-style-type: none"> • Criteria for Choosing Brand Elements: Memorability, Meaningfulness, Likability, Transferability, Adaptability • Options and Tactics for Brand Elements: Brand names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packages and other Touch points 	Quiz No. 1 (Weeks #1 & 2)

	<p>Keller (2013). Brand Resonance and Brand Value Chain. In Brand Management Chap. 3 (pp. 106-137)</p> <p>Keller (2013). Choosing Brand Elements to Brand Equity Building. In Brand Management Chap. 4 (pp. 141-173)</p> <p>https://es.slideshare.net/afvh/modelobav-brand-asset-valuator-by-yr</p>	
<p>4°</p> <p>September 10 to 15</p>	<p>BRAND IDENTITY AND IMAGE</p> <ul style="list-style-type: none"> • Positioning, Brand Image, Brand Identity • Brand Essence or Brand Mantra • Corporate Brand Identity vs Corporate Reputation • Aaker´s Brand Identity Model • Kapferer´s Identity Model • Brand Personality and Dimensions <p>Aaker,D.(1996) Sistema de Identidad de Marca. En Construir marcas poderosas. Cap 3 pp. 71-109</p> <p>Aaker,D.(2000) Brand Identity. In Brand Leadership. Part II pp. 31-94</p> <p>Keller (2013). Customer based Brand Equity and Brand Positioning. In Brand Management Chap. 2 (pp. 67-97)</p> <p>Kapferer, J. (2012). Brand Identity and Positioning In The new strategic brand management. Chap 7 (pp. 149-177).</p> <p>Aaker, J.L. (1997). "Dimensions of Brand Personality". In <i>Journal of Marketing Research</i>, 34(3).</p>	<p>Case 2</p>
<p>LEARNING UNIT II: MEASURING BRAND PERFORMANCE, BRAND STRATEGY, BRAND PORTAFOLIO & BRAND ARCHITECTURE.</p>		
<p>Achievement: At the end of the second unit, the student analyzes and distinguishes the development of branding strategies. Distinguishes the different brand portfolio strategies and brand architecture models.</p>		
<p>5°</p> <p>September 17 to 22</p>	<p>MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS</p> <ul style="list-style-type: none"> • Brand Metrics & Assessment system • Research Techniques • Brand Tracking Studios • Brand Audits, • Brand image radial or web graphics <p>Aaker, D.A. (1996). "Measuring Brand Equity across products and markets". In <i>California Management Review</i>, 38(3), 102-120.</p> <p>Keller, K. (2013). Measuring Sources of Brand Equity: Capturing Customers Mind-Set. In Brand Management Chap. 8 & 9 (pp. 291-322 & 324-360)</p>	<p>Quiz No. 2 (Weeks #3 & 4)</p>
<p>6°</p> <p>September 24 to 29</p>	<p>BRAND PORTFOLIO STRATEGY</p> <ul style="list-style-type: none"> • Value Proposition • Brand portfolio assessment • Brand Repositioning and Relaunching • Flankerbrands • Brand leverage, vertical and horizontal extensions • A House of Brands and Branded House • Brand Roles: Masterbrands, Sub brands, Endorser brands, Driver, Double branding 	<p>Test 1 (Weeks 1 to 5)</p>

	<p>Aaker, D. (2004). Brand Portfolio Strategy. The Brand Relationship Spectrum. In: Brand Portfolio Strategy. Chap 1 & 2 (pp. 3-33 & pp. 36-63).</p> <p>Aaker, David A. (2004). Capítulo 3: Inputs to Brand Portfolio Decisions. En: Brand Portfolio Strategy. (pp. 65-88).</p> <p>Keller (2013). Designing and Implementing Brand Architecture Strategies. Managing Brands Over Time. In Brand Management Chap. 11 & 13 (pp. 385-429 & pp. 477-507)</p> <p>Kapferer, J. (2012). Grow through brand extensions. In The new strategic brand management. Chap 12 (pp. 263-307).</p>	
7° October 01 to 06	FINAL PROJECT FIRST PRESENTATIONS BRAND AUDIT	Submit Final Project 1st part Brand Audit
8° October 08 to 13	MID TERM EXAM	Until Week #7
9° October 15 to 20	<p>BRAND ARCHITECTURE AND BRAND PORTFOLIO</p> <ul style="list-style-type: none"> • Brand Architecture models • Brand Hierarchies • Corporate brands vs product brands • Brand Reinforcement and Brand Revitalization • Migration strategies • Rationalization and retiring brands • Cases in Brand Architecture Models and Brand Roles <p>Aaker, D.(2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In Brand Leadership. Part III pp. 95-162</p> <p>Kapferer, J. (2008). Brand Architecture. In: The New Strategic Brand Management. Chap. 13 (pp. 347-369).</p> <p>Kapferer, J. (2008). Multi-brand Portfolios. In: The New Strategic Brand Management. Chap. 14 (pp. 347-369).</p> <p>Carlotti & Others (2004), Making brand portfolio work. Sense solving the puzzle of complex brand portfolio In: <i>Mckinsey Quarterly</i> (pp. 25-35)</p>	
LEARNING UNIT III: BRANDING DESIGN PROCESS AND BRAND BUILDING		
<p>Achievement: At the end of the third unit, the student understands, evaluates and supports the different Naming strategies and strategies that are used to determine the Promotion and Promotional Mix, design, location and management of sales channels and marketing.</p>		
10° October 22 to 27	<p>BRANDING DESIGN PROCESS</p> <ul style="list-style-type: none"> • Process basic: Managing the process, Team collaboration, Measuring success • 5 Steps process: <ul style="list-style-type: none"> ○ Research ○ Clarifying Strategy ○ Designing Identity ○ Creating Touchpoints <p>Managing assets</p> <p>Wheeler A. (2013) Designing Brand Identity. Part II (pp 101-143)</p>	Case 3

<p>11°</p> <p>October 29 to November 03</p>	<p>BRAND BUILDING WITH MARKETING MIX</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 <p>New brand launches, rebranding</p> <p>Kapferer, J. (2012). Launching the brand. En: The new strategic brand management. Chap.8 (pp. 181-193).</p> <p>Keller, K. (2013). Integrating Marketing Communications to Build Brand Equity. In Brand Management Chap. 6 (pp. 217-257)</p> <p>Wheeler A. (2013) Designing Brand Identity. Part II. (pp 144-209)</p>	<p>Quiz No. 3 (Weeks #9 & 10)</p>
<p>12°</p> <p>November 05 to 10</p>	<p>LEVERAGING BRAND BUILDING BEYOND ADVERTISING</p> <ul style="list-style-type: none"> • Sponsoring • Licensing • Co-Branding alliances • Celebrity Endorsement • Brand experience • Brand Communities • Country of Origin Brands: Peru, Colombia <p>Keller, K. (2013). Leveraging Secondary Brand Associations to Build Brand Equity. In Brand Management Chap. 7 (pp. 259-289)</p> <p>Aaker, D. (2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In Brand Leadership. Part IV pp. 163-299</p>	<p>Case 4</p>
<p>LEARNING UNIT IV: PRIVATE BRANDS & RETAIL BRANDING AND FINANCIAL VALUATION OFR BRANDS</p>		
<p>Achievement: the end of the forth unit, the student understands, evaluates the different Private Brand strategies and the development of Retail Branding in the global market. Also, the student should be able to propose and implement an integrated Brand Plan; according to the requirements of the market and choosing a specific company.</p>		
<p>13°</p> <p>November 12 to 17</p>	<p>BRANDS DIVERSITY, PRIVATE BRANDS AND RETAIL BRANDS</p> <ul style="list-style-type: none"> • Luxury brands, Service brands • Internet brands, Country brands and Others • Private brand development • Crowdsourcing branding • Retail brand strategies and future, brand architecture in supermarkets and department stores • Global and Peruvian cases Aldi, Tesco,Carrefour, Cencosud, Falabella best practices • Brand design and interior design <p>Brand Licensing and Franchising</p> <p>Kapferer, J-N. (2012). Brand Diversity: how specific are different sectors. In: The New Strategic Brand Management, Advanced Insights and strategic Thinking. Chap 4. (pp. 95-115).</p> <p>Kapferer, J-N. (2012). Managing Retail Brand. In: The New Strategic Brand Management, Advanced Insights and strategic Thinking. Chap 5. (pp. 95-115).</p>	<p>Test No. 2 (Weeks #9 to 12)</p>

	http://www.prophet.com/blog/aakeronbrands/33-the-private-label-war http://www.nielsen.com/us/en/insights/news/2014/how-10-retailers-are-pushing-private-labels-potential.html http://www.rankingthebrands.com/PDF/Interbrand%20Best%20Retail%20Brands%202011.pdf http://martinroll.com/resources/articles/marketing/retail-branding-in-the-new-digital-age/	
14° November 19 to 24	<p>FINANCIAL VALUATION FOR BRANDS</p> <ul style="list-style-type: none"> • Financial Brand Equity • Evaluating Brand valuation methods • Providers Brand Valuation Methods: Damodaran, Interbrands, FutureBrand, Nielsen, GFK-PwC and others. <p>Kapferer, J. (2012). Financial Valuation and Accounting for Brands. In: The new strategic brand management. Chap.18 (pp. 441-467).</p> <p>Salinas, G. (2012). General Approaches to Brand Valuation. A Taxonomy of Brand Valuation Methods. In: The International Brand Valuation Manual. Chap.4 & 6 (pp. 57-108 & 295-330).</p>	Submit Final Project
15° November 26 to December 01	FINAL PROJECT PRESENTATIONS BRAND IMPROVEMENT PROPOSALS	
16° December 03 to 08	FINAL EXAM	

VIII. BIBLIOGRAPHY

Textbook

1. Kapferer.J.N.(2012) *The New Strategic Brand Management*, Fifth Edition, London Kogan Page
2. Keller K. (2013) *Strategic Brand Management. Building, Managing and Measuring Brand Equity*. Fourth Edition, New York, Pearson Education Ltd.

Complementary texts

1. Aaker D. & Joachimsthaler E. (2000). *Brand Leadership*. New York, The Free Press.
2. Aaker,D.(2004). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. Free Press.
3. Aaker,D.(1996). *Building Strong Brands*. New York, The Free Press.
4. Aaker,D.(1991). *Managing Brand Equity*. New York, The Free Press
5. Aaker, D.A. (1996). "Measuring Brand Equity across products and markets". In *California Management Review*, 38(3), 102-120.
6. Aaker, J.L. (1997). "Dimensions of Brand Personality". In *Journal of Marketing Research*, 34(3).

7. Brujo,G.(2010) *En clave de Marcas*, Madrid, España,Interbrand:LID Editorial
8. Chiranjeev K. & Leuthesser L. (2001) "Brand Equity: Capitalizing on Intellectual Capital" In *Ivey Business Journal*, March/April.
9. Harvard Business School (1999) *Harvard Business Review on Brand Management*. Harvard Business School Press
10. Kotler & Keller (2013) *Marketing Management- A South Asian Perspective*, New Delhi, India. Pearson Education
11. Lee D. (2014) *What Great Brands Do*, New York, Jossey-Bass Publishers.
12. Neumeier, D. (2003) *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. California, New Riders Publishing.
13. Salinas, G. (2009) *The International Brand Valuation Manual*. John Wiley & Sons Ltd.
14. Tybout, A. Calkins,T. (2005) *Kellogg on Branding : The marketing Faculty of the Kellogg School of Management*.
15. Wheeler A. (2013) *Designing Brand Identity*. Fourth Edition, New Jersey, John Wiley & Sons, Inc.
16. Zarantonello L. & Pauwels-Delassus V. (2015) *The Handbook of Brand Management Scales*. First Edition, Routledge.

Websites

- The Basics of Branding: <https://www.entrepreneur.com/article/77408>
- Branding Magazine: Narrating The Discussion: <http://www.brandingmagazine.com>
- Advertising & Branding: <http://www.adweek.com/advertising-branding?page=1>
- Future Brand http://www.futurebrand.com/uploads/CBI-14_15-LR.pdf
- Keller´s Brand Equity Model: <https://www.mindtools.com/pages/article/keller-brand-equity-model.htm>
- Nation Brands Index <http://nation-brands.gfk.com/>
- Retail Branding and Customer Loyalty: An Overview: https://www.researchgate.net/publication/247258734_Retail_Branding_and_Customer_Loyalty_An_Overview
- 5 Example of Powerful Global Branding in Action: <http://www.k-international.com/blog/5-examples-of-powerful-global-branding-in-action/>

IX. PROFESSOR

Estuardo Lu Chang-Say

elu@esan.edu.pe