



UNIVERSIDAD
esan

Course Syllabus

Branding

March - July 2019

X Level

Lu Chang-Say, Estuardo

I. General course information

Nombre del curso:	Branding		
Requisito:		Código:	02951
2013	Marketing		
2016	Communications		
Precedente:		Semestre:	2019-1
2013	Industrial and Sectorial Marketing		
2016	No tiene		
Créditos:	3	Ciclo:	X
Horas semanales:	3	Modalidad del curso:	Presencial
Tipo de curso	Curso Obligatorio	Coordinadora del curso:	Yolanda Valle V.
Carrera(s)	Administración y Marketing		yvalle@esan.edu.pe

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 objectives

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

At the end of the course, the student will:

- Understand the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands.
- Analyze and distinguishes the development of branding strategies.
- Distinguishes the different brand portfolio strategies and brand architecture models.
- 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.
- Understands, evaluates the different Private Brand strategies and the development of Retail.
- Branding in the global market.

- Able to propose and implement an integrated Brand Plan; according to the requirements of the market and choosing a specific company.

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).

The Final Average (PF) is the result of:

$$FA = (0, 20 \times ME) + (0, 55 \times CEA) + (0, 25 \times FE)$$

FA = Final Average

CEA = Continuous Evaluation Average

ME = Mid-Term Exam

FE = Final Exam

The weights within the permanent evaluation are described in the following table:

CONTINUOUS EVALUATION AVERAGE (CEA) 55%		
Assessment	Description	Weighing %
Reading Control	3 Quizzes	15%
Graded Assessment	2 Tests	30%
Practical Applications	4 Case studies	15%
Research/Project (Brand Audit*)	1st Part (15%) + 2 nd Part (25%) Final Paper (25%) + Team and Individual Oral Presentation (35%)	35%
Other activities	Attendance and Participation in class discussions	5%

(*) In the assessment of the written document of the research, aspects of content, monitoring and utilization of the standards of the American Psychological Association (APA) is further contemplated. Thereby it promotes communication skills in academic written down documents.

II. Course Content

WEEK	CONTENTS	ACTIVITIES/ CRITERIA TO ASSESS
<p>LEARNING UNIT I: INTRODUCTION TO BRANDING, BRAND VALUE, BRAND NAME, BRAND EQUITY & BRAND IDENTITY</p> <p>LEARNING OBJECTIVES:</p> <ul style="list-style-type: none"> Understands the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands. 		
<p>1° From March 21 to March 30</p>	<p>1.1 INTRODUCTION TO BRANDING AND BRAND VALUE</p> <p>1.1.1 Importance of Brands 1.1.2 Positioning Strategy and Principles of Positioning 1.1.3 Value Proposition 1.1.4 Concepts of Branding and Brand Management 1.1.5 Marketing Advantages of Strong Brands 1.1.6 Most Valuable Brands</p> <p>Mandatory reading: Keller (2013) <i>Brands and Brand Management</i>. In Strategic Brand Management Chap. 1 (pp.29-64).</p>	<p>Presentation of the Course Methodology</p> <p>Final Project Explanation</p>
<p>2° From 01 to 06 April</p>	<p>1.2 BRAND EQUITY AND BRAND RESONANCE PYRAMID</p> <p>1.2.1 Aaker’s Brand Equity model description 1.2.2 Equity Foundations: Brand Vision and Brand Identity 1.2.3 Brand Awareness and Brand Associations (Brand Images, Perceived Quality) 1.2.4 Brand Performance (Brand Loyalty, Price Premium) 1.2.5 Four Steps for Strong Brands Building: Brand Resonance Pyramid 1.2.6 Keller’s Customer Based Brand Equity model sub dimensions</p> <p>Mandatory reading: Aaker (1991). What is Brand Equity? In Managing Brand Equity Chap. 1 pp1-33. Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>. Technology, Innovation and Industrial Management. Brand Equity (David Aaker) www.prophet.com http://www.insightsassociation.org/issues-policies/best-practice/brand-equity-models-and-measurement</p>	<p>Case Study 1 Positioning and Brand Equity</p>

<p style="text-align: center;">3° From 08 to 13 April</p>	<p>1.3 THE BRAND VALUE CHAIN</p> <p>1.3.1 The Brand Value Chain 1.3.2 Customer Equity 1.3.3 Brand Health Pyramid</p> <p>1.4 BRAND ELEMENTS FOR BRAND EQUITY BUILDING</p> <p>1.4.1 Criteria for Choosing Brand Name and Brand Elements: Memorability, Meaningfulness, Likability, Transferability, Adaptability 1.4.2 Options and Tactics for Brand Elements: Brand names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packages and other Touch points</p> <p>Mandatory reading: Keller (2013). Brand Resonance and Brand Value Chain. In Brand Management Chap. 3 (pp. 106-137) Keller (2013). Choosing Brand Elements to Brand Equity Building. In Brand Management Chap. 4 (pp. 141-173) https://es.slideshare.net/afvh/modelobav-brand-asset-valuator-by-yr</p>	<p>Quiz 1 (Week 1 and 2) Keller (2013) Op. Cit. Chap 1, Aaker (1991) Op. cit. Chap 1 & Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>. Technology, Innovation and Industrial Management.</p>
<p style="text-align: center;">4° From April 15 to 20</p> <p style="text-align: center;">(Holiday 18,19 and April 20)</p>	<p>1.5 BRAND IDENTITY AND IMAGE</p> <p>1.5.1 Positioning, Brand Image, Brand Identity 1.5.2 Brand Essence or Brand Mantra 1.5.3 Corporate Brand Identity vs Corporate Reputation 1.5.4 Aaker´s Brand Identity Model 1.5.5 Kapferer´s Identity Model 1.5.6 Brand Personality and its Dimensions</p> <p>Mandatory reading: Aaker,D. (2000) Brand Identity. In Brand Leadership. Part II pp. 31-94 Keller (2013). Customer based Brand Equity and Brand Positioning. In Brand Management Chap. 2 (pp. 67-97) Kapferer, J. (2012). Brand Identity and Positioning. In The new Strategic Brand Management. Chap 7 (pp. 149-177). Aaker, J.L. (1997). "Dimensions of Brand Personality". In <i>Journal of Marketing Research</i>, 34(3).</p>	<p style="text-align: center;">Case Study 2 Brand Elements, Brand Identity and Brand Image</p>
<p>LEARNING UNIT II: MEASURING BRAND PERFORMANCE, BRAND AUDIT, BRAND STRATEGIES AND BRAND PORTAFOLIO & BRAND ARCHITECTURE.</p> <p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> • Analyzes and distinguishes the development of branding strategies. • Distinguishes the different brand portfolio strategies and brand architecture models. 		
<p style="text-align: center;">5° From April 22 to 27</p>	<p>2.1 MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS</p> <p>2.1.1 Brand Metrics & Assessment system (Identigraphs) 2.1.2 Research Techniques for Brand Equity perceptions</p>	<p>Quiz 2 (Week 3 & 4) Keller (2013) Op. Cit. Chap 2, 3, & 4 Aaker (2000) Op. cit. Part. II pp.31-94</p>

	<p>2.1.3 Brand Tracking and Brand Audit Studies 2.1.4 Brand Asset Valuator - Young & Rubicam (Y&R)</p> <p>Mandatory reading: Aaker, D.A. (1996). "Measuring Brand Equity across products and markets". In <i>California Management Review</i>, 38(3), 102-120. Keller, K. (2013). Measuring Sources of Brand Equity: Capturing Customers Mind-Set. In Brand Management Chap. 8 & 9 (pp. 291-322 & 324-360)</p>	Classes in Computer Laboratory
<p>6° From April 29 to May 4</p>	<p>2.2 BRAND STRATEGIES</p> <p>2.2.1 Re Branding 2.2.2 Brand Repositioning and Relaunching 2.2.3 Flankerbrands 2.2.4 Brand Reinforcement and Brand Revitalization 2.2.5 Brand leverage, vertical and horizontal extensions 2.2.6 A House of Brands, Blended House and Branded House</p> <p>Mandatory reading: Aaker, David A. (2004). Chap. 3: Inputs to Brand Portfolio Decisions. In: Brand Portfolio Strategy. (pp. 65-88). Keller (2013). Designing and Implementing Brand Architecture Strategies. Managing Brands Over Time. In Brand Management Chap. 11 & 13 (pp. 385-429 & pp. 477-507) Kapferer, J. (2012). Grow through brand extensions. In The new strategic brand management. Chap 12 (pp. 263-307).</p>	<p>Test 1 (Weeks 1 to 5) From 1.1 to 2.1</p> <p>Test 1 in Computer Laboratory</p>
<p>7° From May 06 to 11</p>	<p>FINAL PROJECT FIRST PART: STRATEGICAL DIAGNOSIS OF A BRAND AUDIT</p>	<p>Submit Final Project 1st part Strategical Diagnosis of a Brand Audit - Written Paper</p>
<p>8° From May 13 to 18</p>	<p>MID-TERM EXAM (until week 7)</p>	
<p>9° From May 20 to 25</p>	<p>2.3 BRAND ARCHITECTURE AND BRAND PORTFOLIO</p> <p>2.3.1 Brand Architecture models 2.3.2 Brand Hierarchies Trees 2.3.3 Product-Market Roles and Portfolio Roles 2.3.4 Corporate brands vs Product brands 2.3.5 Migration strategies 2.3.6 Rationalization and retiring brands 2.3.7 Cases in Brand Architecture Models and Brand Roles</p> <p>Mandatory reading: Aaker, D. (2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In Brand Leadership. Part III pp. 95-162</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>Kapferer, J. (2012). Brand Architecture. In: The New Strategic Brand Management. Chap. 13 (pp. 309-344).</p>	
<p>LEARNING UNIT III: BRANDING DESIGN PROCESS AND BRAND BUILDING</p> <p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> 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° From May 27 to June 1</p>	<p>3.1 BRANDING DESIGN PROCESS AND VISUAL IDENTITY</p> <p>3.1.1 Process basic: Managing the process, Team collaboration, Measuring success</p> <p>3.1.2 Five Steps Process:</p> <p>3.1.3 Research</p> <p>3.1.4 Clarifying Strategy</p> <p>3.1.5 Designing Identity</p> <p>3.1.6 Creating Touchpoints</p> <p>3.1.7 Managing assets</p>	<p>Case Study 3 Brand Strategies, Brand Architecture & Portfolio and Visual Brand Identity</p>
	<p>Mandatory reading: Wheeler A. (2013) Designing Brand Identity. Part II (pp 101-209)</p>	
<p>11° From June 03 to June 08</p>	<p>3.2 BRAND BUILDING WITH MARKETING MIX</p> <p>3.2.1 The impact of marketing mix decisions in brand equity</p> <p>3.2.2 Product, price, marketing channels and marketing communications relationship to brand building value</p> <p>3.2.3 Relevance vs. Preference (D.Aaker)</p> <p>3.2.4 The impact of advertising in building brand equity</p> <p>3.2.5 Marketing communications and the brand building process</p> <p>3.2.6 Internal Branding</p> <p>3.2.7 New brand launches, rebranding</p>	<p>Quiz 3 (Week 9 to 10) Aaker, D. (2000) Op. cit. Part III pp. 95-162. Aaker, D. (2004). Op. cit. Chap 1 & 2 (pp. 3-33 & pp. 36-63). Wheeler A. (2013) Op. cit. Part II (pp 101-209)</p> <p>Classes in Computer Laboratory</p>
	<p>Mandatory reading: Kapferer, J-N. (2012). Launching the brand. In The new strategic brand management. Chap.8 (pp. 181-193). Keller, K. (2013). Integrating Marketing Communications to Build Brand Equity. In Brand Management Chap. 6 (pp. 217-257)</p>	
<p>12° From June 10 to 15</p>	<p>3.3 LEVERAGING BRAND BUILDING BEYOND ADVERTISING</p> <p>3.3.1 Sponsoring and Events</p> <p>3.3.2 Licensing</p> <p>3.3.3 Co-Branding alliances</p> <p>3.3.4 Celebrity Endorsement and Influencers</p> <p>3.3.5 Brand Experience</p> <p>3.3.6 Brand Communities</p> <p>FINAL PROJECT SECOND PART:</p>	<p>Case Study 4 Brand Building with Marketing Mix, Sponsoring, Celebrities, Brand Experience</p> <p>Submit Final Project 2nd Part Brand Diagnosis Written and Oral Presentations</p>

	<p>BRAND DIAGNOSIS OF A BRAND AUDIT</p> <p>Mandatory reading: 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>Gwal, A. & Gwal, R. (2016) <i>Brewing Loyalty through Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1.</p>	
<p>LEARNING UNIT IV: PRIVATE BRANDS & RETAIL BRANDING AND FINANCIAL VALUATION OFR BRANDS</p> <p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> • Understands, evaluates the different Private Brand strategies and the development of Retail. • Branding in the global market. • Able to propose and implement an integrated Brand Plan; according to the requirements of the market and choosing a specific company. 		
<p>13° From June 17 to 22</p>	<p>4.1 BRANDS DIVERSITY, PRIVATE BRANDS AND RETAIL BRANDS</p> <p>4.1.1 Luxury brands, Service brands, Internet brands and crowdsourcing brands</p> <p>4.1.2 Country brands and Others</p> <p>4.1.3 Private brand development</p> <p>4.1.4 Retail brand strategies and future, brand architecture in supermarkets and department stores</p> <p>4.1.5 Brand design and interior design</p> <p>Mandatory reading: 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>Godey & Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i>. Journal of Business Research</p> <p>http://www.prophet.com/blog/aakeronbrands/33-the-private-label-war</p> <p>http://www.nielsen.com/us/en/insights/news/2014/how-10-retailers-are-pushing-private-labels-potential.html</p> <p>http://martinroll.com/resources/articles/marketing/retail-branding-in-the-new-digital-age/</p> <p>http://www.rankingthebrands.com/PDF/Interbrand%20Best/%20Retail%20Brands%202011.pdf</p>	<p>Test 2 (Week 9 to 12) De 2.3 a 3.3 Readings</p> <p>Keller, K. (2013). Op. cit Chap. 6 & 7 (pp. 217-257) & (pp. 259-289)</p> <p>Gwal, A. & Gwal, R. (2016) <i>Brewing Loyalty through Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1.</p> <p>Test 2 in Computer Laboratory</p>
<p>14° From June 24 to 29</p>	<p>4.2 FINANCIAL VALUATION FOR BRANDS</p> <p>4.2.1 Financial Brand Equity</p> <p>4.2.2 Evaluating Brand valuation methods</p> <p>4.2.3 Providers Brand Valuation Methods: Damodaran, Interbrands, FutureBrand, Nielsen, GFK-PwC and others.</p>	<p>Submit Final Project</p>

	Mandatory reading: Kapferer, J. (2012). Financial Valuation and Accounting for Brands. In: The new strategic brand management. Chap.18 (pp. 441-467). Salinas, G. (2009). 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).	
15° From 01 to 06 July	FINAL PROJECT PRESENTATIONS BRAND IMPROVEMENT PROPOSALS OF THE BRAND AUDIT	Team Presentation of Final Project
16° From 08 to July 13	EXÁMENES FINALES	

VIII. References

Basic Course Textbooks:

- Kapferer, J.N. (2012) *The New Strategic Brand Management, Advanced Insights & Strategic Thinking*. Fifth Edition, London Kogan Page.
- Keller, K. (2013) *Strategic Brand Management. Building, Managing and Measuring Brand Equities*. Fourth Edition, New York, Pearson Education Ltd.

Complementary Bibliography:

- Aaker, D. & Joachimsthaler, E. (2000). *Brand Leadership*. New York, the Free Press.
- Aaker, D. (2004). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. The Free Press.
- Aaker, D. (1996). *Building Strong Brands*. New York, the Free Press.
- Aaker, D. (1991). *Managing Brand Equity*. New York, the Free Press.
- Aaker, D. (1996). *Measuring Brand Equity across products and markets*. In *California Management Review*, 38(3), 102-120.
- Aaker, J.L. (1997). *Dimensions of Brand Personality*. In *Journal of Marketing Research*, 34(3).
- Brujo, G. (2010) *En clave de Marcas*, Madrid, España, Interbrand: LID Editorial.
- Godey & Others (2016) *Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior*. *Journal of Business Research*.
- Gwal, A. & Gwal, R. (2016) *Brewing Loyalty through Brand Experience: The CCD Way*. *LBS Journal of Management and Research* Vol. XIV No. 1.

- Lee, D. (2014) *What Great Brands Do*, New York, Jossey-Bass Publishers.
- Neumeier, D. (2003) *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. California, New Riders Publishing.
- Salinas, G. (2009) *The International Brand Valuation Manual*. John Wiley & Sons Ltd.
- Vukasovic T. (2016) *A Conceptual Framework for Understanding Consumer - Based Brand Equity*. Technology, Innovation and Industrial Management.
- Wheeler, A. (2013) *Designing Brand Identity*. Fourth Edition, New Jersey, John Wiley & Sons, Inc.
- Zarantonello, L. & Pauwels-Delassus, V. (2015) *The Handbook of Brand Management Scales*. First Edition, Routledge.

IX. Laboratory Support

Computer lab with MS Excel will be used for practical classes in Week 5, 6, 11 & 13.

X. Professor

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