



UNIVERSIDAD  
**esan**

# Course Syllabus Branding

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August – December 2021-2

**X Level**

**Professor**

**Lu Chang-Say, Estuardo**

## I. General course information

<b>Name of the course:</b>	Branding		
<b>Prerequisite:</b>	Marketing Communications	<b>Code:</b>	02951
<b>Preceding:</b>	Industrial and Sectorial Marketing	<b>Semester:</b>	2021-2
<b>Credits:</b>	3	<b>Level:</b>	X
<b>Weekly hours:</b>	3 hours	<b>Modality of the course:</b>	Remote - Synchronous
<b>Type of course:</b>	Course Required	<b>Course coordinator:</b>	Yolanda Valle Velasco <a href="mailto:yvalle@esan.edu.pe">yvalle@esan.edu.pe</a>
<b>Career(s)</b>	Administration and marketing		

## 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 strengthened 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 use 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.
- Financial Brand Equity and Brand Valuation methods.

## 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 assessed.

## VI. Assessment

The course assessment is continuous to enhance academic performance. Final result 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:

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

**Where:**

**FA** = Final Average

**ME** = Mid-Term Exam

**CEA** = Continuous Evaluation Average

**FE** = Final Exam

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

<b>CONTINUOUS EVALUATION AVERAGE (CEA) 55%</b>		
<b>Assessment</b>	<b>Description</b>	<b>Weighing %</b>
Reading Control	3 Quizzes	15%
Graded Assessment	2 Tests	30%
Practical Applications	4 Case studies and other Activities in class	15%
Research/Project (Brand Audit*)	1st Part (15%) + 2 <sup>nd</sup> 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.

## VII. Course content

WEEK	CONTENTS	ACTIVITIES/ CRITERIA TO ASSESS
<p><b>LEARNING UNIT I: INTRODUCTION TO BRANDING, BRAND VALUE, BRAND NAME, BRAND EQUITY &amp; BRAND IDENTITY</b></p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>Understands the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands.</li> </ul>		
<p><b>1°</b> From <b>August 23rd to 28th</b></p>	<p><b>1.1 INTRODUCTION TO BRANDING AND BRAND VALUE</b></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><b>Mandatory reading:</b> 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><b>2°</b> From <b>August 30th to September 4th</b></p>	<p><b>1.2 BRAND EQUITY AND BRAND RESONANCE PYRAMID</b></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><b>Mandatory reading:</b> 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) <a href="http://www.prophet.com">www.prophet.com</a> <a href="http://www.insightsassociation.org/issues-policies/best-practice/brand-equity-models-and-measurement">http://www.insightsassociation.org/issues-policies/best-practice/brand-equity-models-and-measurement</a></p>	<p><b>Case Study 1</b> Positioning and Brand Equity</p>

<p style="text-align: center;"><b>3°</b> From September 6th to 11th</p>	<p><b>1.3 THE BRAND VALUE CHAIN</b></p> <p>1.3.1 The Brand Value Chain 1.3.2 Customer Equity 1.3.3 Brand Health Pyramid</p> <p><b>1.4 BRAND ELEMENTS FOR BRAND EQUITY BUILDING</b></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><b>Mandatory reading:</b> 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)</p>	<p><b>Quiz 1 (Week 1 and 2)</b> Keller (2013) Op.cit. Chap 1, pp. 29-64 Aaker (1991) Op.cit. Chap 1 &amp; 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;"><b>4°</b> From September 13th to 18th</p>	<p><b>1.5 BRAND IDENTITY AND IMAGE</b></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><b>Mandatory reading:</b> 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><b>Case Study 2</b> Brand Elements, Brand Identity and Brand Image</p>
<p><b>LEARNING UNIT II: MEASURING BRAND PERFORMANCE, BRAND AUDIT, BRAND STRATEGIES AND BRAND PORTAFOLIO &amp; BRAND ARCHITECTURE.</b></p> <p><b>LEARNING RESULTS:</b></p> <ul style="list-style-type: none"> <li>• Analyzes and distinguishes the development of branding strategies.</li> <li>• Distinguishes the different brand portfolio strategies and brand architecture models.</li> </ul>		
<p style="text-align: center;"><b>5°</b> From September 20th to 25th</p>	<p><b>2.1 MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS</b></p> <p>2.1.1 Brand Metrics &amp; Assessment system (Identigraphs) 2.1.2 Research Techniques for Brand Equity perceptions 2.1.3 Brand Tracking and Brand Audit Studies 2.1.4 Brand Asset Valuator - Young &amp; Rubicam (Y&amp;R)</p>	<p><b>Quiz 2 (Week 3 &amp; 4)</b> Keller (2013) Op. cit. Chap 2 &amp; 3. (pp. 67-97 &amp; pp.106-137.) Aaker (2000) Op. cit. Part. II (pp. 31-94)</p>

	<p><b>Mandatory reading:</b>  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 &amp; 9 (pp. 291-322 &amp; 324-360)</p> <p><a href="https://www.bavgroup.com/about-bav/brandassetr-valuator">https://www.bavgroup.com/about-bav/brandassetr-valuator</a></p>	Classes in Computer Laboratory
<p><b>6°</b>  <b>From</b>  <b>September</b>  <b>27<sup>th</sup> to</b>  <b>October</b>  <b>02<sup>th</sup></b></p>	<p><b>2.2 BRAND STRATEGIES</b></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><b>Test 1 (Weeks 1 to 5)</b>  <b>From 1.1 to 2.1</b></p> <p>Kapferer, J. (2012). Op. cit. Chap. 7 (pp. 149-177).</p> <p>Test 1 in Computer Laboratory</p>
	<p><b>Mandatory reading:</b>  Aaker, David A. (2004). Chap. 3: Inputs to Brand Portfolio Decisions. In: 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 &amp; 13 (pp. 385-429 &amp; pp. 477-507)</p> <p>Kapferer, J. (2012). Grow through brand extensions. In The new strategic brand management. Chap 12 (pp. 263-307).</p>	
<p><b>7°</b>  <b>From</b>  <b>October</b>  <b>04<sup>th</sup> to</b>  <b>09<sup>th</sup></b></p>	<p><b>FINAL PROJECT FIRST PART:</b>  <b>STRATEGICAL DIAGNOSIS OF A BRAND AUDIT</b></p>	<p><b>Submit Final Project 1st</b>  <b>part Strategical</b>  <b>Diagnosis of a Brand</b>  <b>Audit - Written Paper</b></p>
<p><b>8°</b>  <b>From</b>  <b>October</b>  <b>11<sup>th</sup> to</b>  <b>16<sup>th</sup></b></p>	<p><b>MID TERM EXAM</b>  <b>FOR MANDATORY COURSES</b></p>	<p>Reading  Keller, K. (2013). Op. cit. Chap. 8 &amp; 9 (pp. 291-322 &amp; 324-360).</p>
<p><b>9°</b>  <b>From</b>  <b>October</b>  <b>18<sup>th</sup> to</b>  <b>23<sup>th</sup></b></p>	<p><b>2.3 BRAND ARCHITECTURE AND BRAND PORTFOLIO</b></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><b>Mandatory reading:</b>  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 &amp; 2 (pp. 3-33 &amp; pp. 36-63).</p> <p>Kapferer, J. (2012). Brand Architecture. In: The New Strategic Brand Management. Chap. 13 (pp. 309-344).</p>	

<b>LEARNING UNIT III: BRANDING DESIGN PROCESS AND BRAND BUILDING</b>		
<b>LEARNING RESULTS:</b>		
<ul style="list-style-type: none"> <li>Understands, evaluates and supports the different Naming strategies and strategies that are use to determine the Promotion and Promotional Mix, design, location and management of sales channels and marketing.</li> <li>Branding in the global markets.</li> </ul>		
<b>10°</b> <b>From</b> <b>October</b> <b>25th to</b> <b>30th</b>	<b>3.1 BRANDING DESIGN PROCESS AND VISUAL IDENTITY</b>  3.1.1 Process basic: Managing the process, Team collaboration, Measuring success 3.1.2 Five Steps Process: 3.1.2.1 Research 3.1.2.2 Clarifying Strategy 3.1.2.3 Designing Identity 3.1.2.4 Creating Touchpoints 3.1.2.5 Managing assets	<b>Case Study 3</b> Brand Strategies, Brand Architecture & Portfolio and Visual Brand Identity
	<b>Mandatory reading:</b> Wheeler A. (2013) Designing Brand Identity. Part I & II (pp. 13-36 & pp.101-107)	
<b>11°</b> <b>From</b> <b>November</b> <b>1st to</b> <b>6th</b>	<b>3.2 BRAND BUILDING WITH MARKETING MIX</b>  3.2.1 The impact of marketing mix decisions in brand equity 3.2.2 Product, price, marketing channels and marketing communications relationship to brand building value 3.2.3 The impact of advertising in building brand equity 3.2.4 Marketing communications and the brand building process 3.2.5 Internal Branding	<b>Quiz 3 (Week 9 to 10)</b> 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 I & II (pp 13-36 & pp. 101-107)  Classes in Computer Laboratory
	<b>Mandatory reading:</b> 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)	
<b>12°</b> <b>From</b> <b>November</b> <b>8th to</b> <b>13th</b>	<b>3.3 LEVERAGING BRAND BUILDING BEYOND ADVERTISING</b>  3.3.1 Sponsoring and Events 3.3.2 Licensing 3.3.3 Co-Branding alliances 3.3.4 Celebrity Endorsement and Influencers 3.3.5 Brand Experience Activations 3.3.6 Brand Communities  <b>FINAL PROJECT SECOND PART:            BRAND DIAGNOSIS OF A BRAND AUDIT</b>	<b>Case Study 4</b> Brand Building with Marketing Mix, Sponsoring, Celebrities, Brand Experience  <b>Submit Final Project 2<sup>nd</sup></b> <b>Part Brand Diagnosis</b> <b>Written and Oral Presentations</b>
	<b>Mandatory reading:</b>	



	<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>Gwal, A. &amp; 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><b>LEARNING UNIT IV: PRIVATE BRANDS &amp; RETAIL BRANDING AND FINANCIAL VALUATION OF BRANDS</b></p> <p><b>LEARNING RESULTS:</b></p> <ul style="list-style-type: none"> <li>• Understands, evaluates the different Private Brand strategies and the development of Retail.</li> <li>• Able to propose and implement an integrated Brand Plan; according to the requirements of the market and choosing a specific company.</li> <li>• Financial Brand Equity and Brand Valuation methods.</li> </ul>		
<p><b>13° From November 15th to 20th</b></p>	<p><b>4.1 COUNTRY BRANDS, PRIVATE BRANDS AND RETAIL BRANDS</b></p> <p>4.1.1 Country brands and City brands  4.1.2 Private brand development  4.1.3 Retail brand strategies and future, brand architecture and development in retails.</p> <p><b>Mandatory reading:</b>  Wheeler A. (2013) Designing Brand Identity. Best Practices: Amazon.com, Peru. Part III (pp.220-221 &amp; 280-281)</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>Godey &amp; Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i>. Journal of Business Research</p> <p><a href="http://www.prophet.com/blog/aakeronbrands/33-the-private-label-war">http://www.prophet.com/blog/aakeronbrands/33-the-private-label-war</a></p> <p><a href="http://www.nielsen.com/us/en/insights/news/2014/how-10-retailers-are-pushing-private-labels-potential.html">http://www.nielsen.com/us/en/insights/news/2014/how-10-retailers-are-pushing-private-labels-potential.html</a></p> <p><a href="http://martinroll.com/resources/articles/marketing/retail-branding-in-the-new-digital-age/">http://martinroll.com/resources/articles/marketing/retail-branding-in-the-new-digital-age/</a></p> <p><a href="http://www.rankingthebrands.com/PDF/Interbrand%20Best/%20Retail%20Brands%202011.pdf">http://www.rankingthebrands.com/PDF/Interbrand%20Best/%20Retail%20Brands%202011.pdf</a></p>	<p><b>Test 2 (Week 9 to 12) From 2.3 a 3.3 Readings</b></p> <p>Keller, K. (2013). Op. cit Chap. 6 &amp; 7 (pp. 217-257) &amp; (pp. 259-289)</p> <p>Test 2 in Computer Laboratory</p>
<p><b>14° From November 22th to 27th</b></p>	<p><b>4.2 FINANCIAL VALUATION FOR BRANDS</b></p> <p>4.2.1 Financial Brand Equity  4.2.2 Evaluating Brand valuation methods  4.2.3 Providers Brand Valuation Methods: Damodaran, Interbrands, FutureBrand, Nielsen, GFK-PWC and others.</p> <p><b>Mandatory reading:</b>  Kapferer, J-N. (2012). Financial Valuation and Accounting for Brands. In: The new strategic brand management. Chap.18 (pp. 441-467).</p>	<p><b>Submit Final Project</b></p>



	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).	
<b>15° From November 29th to December 4<sup>th</sup></b>	<b>FINAL PROJECT PRESENTATIONS BRAND IMPROVEMENT PROPOSALS OF THE BRAND AUDIT</b>	<b>Oral &amp; Written Team Presentation of Final Project</b>
<b>16° From December 6<sup>th</sup> to 11th</b>	<b>FINAL EXAM FOR MANDATORY COURSES</b>	

## 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 Equity*s. 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.
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- International Standard (2010). *ISO 10688 Brand Valuation - Requirements for Monetary Brand Valuation*. First Edition.
- 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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