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# Course Syllabus Branding

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March - July 2024-1

**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>	2024-1
<b>Credits:</b>	3	<b>Level:</b>	X
<b>Weekly hours:</b>	3 hours	<b>Modality of the course:</b>	Presencial
<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.

The development of the course involves 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 understanding, a set of activities is proposed related to best branding practices, methods and 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 skills and business vocabulary in English are relevant to achieve course objectives.

## IV. Learning results

By the end of the course, the student will able to:

- understand the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands.
- analyze and distinguish the development of branding strategies.
- distinguish the different brand portfolio strategies and brand architecture models.
- understand, evaluate, 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.
- understand, evaluate the different Private Brand strategies and the development of Retail.
- analyze Branding in the global market.
- propose and implement an integrated Brand Plan; according to the requirements of the market in a specific company.
- understand and analyze Financial Brand Equity and Brand Valuation methods.

## V. Methodology

The course is developed through lectures, branding cases and practical application of concepts and theory. Students will analyze branding papers, discuss cases, and personalize branding situations in real market contexts. 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. The final course mark involves Permanent assessment average (60%), Midterm exam (20%), Final exam (20%). 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:

$$FA = (0,20 \times ME) + (0,60 \times PAA) + (0,20 \times FE)$$

Where:

**FA** = Final Average

**ME** = Mid-Term Exam

**PAA** = Permanent Assessment Average

**FE** = Final Exam

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

PERMANENT ASSESSMENT AVERAGE (PAA) 60%		
Assessment	Description	Weighing %
Diagnostic Test	Test to find out entrance level	0%
Reading Control	3 Quizzes	15%
Graded Assessment	2 Tests	30%
Practical Applications	4 Case studies and other in-class activities	15%
Research/Project (Brand Audit*)	1st Part (15%) + 2 <sup>nd</sup> Part (20%) + Final Report (25%) + Oral Team Presentation (15%) & Individual Presentation (25%)	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 contemplate. 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 March 21th to 27th</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) Brands and Brand Management. In <i>Strategic Brand Management</i>. Chap. 1 (pp.29-64). <a href="https://www.rankingthebrands.com/The-Brand-Rankings.aspx?nav=category">https://www.rankingthebrands.com/The-Brand-Rankings.aspx?nav=category</a></p>	<p>Presentation of the Course Methodology</p> <p>Final Project Explanation</p>
<p><b>2°</b> From April 1<sup>st</sup> to 6th</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 <i>Managing Brand Equity</i> Chap. 1 pp1-33. Vukasovic T. (2016) A Conceptual Framework for Understanding Consumer - Based Brand Equity. In <i>Technology, Innovation and Industrial Management</i>.</p> <p><b>Complementary Readings:</b> 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>

<b>3°</b> <b>From</b> <b>April 08th</b> <b>to 13th</b>	<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>Quiz 1 (Week 1 and 2)</b>  Readings:  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></p>
	<p><b>Mandatory reading:</b>  Keller, K. (2013). Brand Resonance and Brand Value Chain. In <i>Brand Management</i>. Chap. 3 (pp. 106-137)</p> <p><b>Complementary Reading:</b>  Keller, K. (2013). Choosing Brand Elements to Brand Equity Building. In <i>Brand Management</i>. Chap. 4 (pp. 141-173)</p>	
<b>4°</b> <b>From</b> <b>April 15th</b> <b>to 20th</b>	<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 Brand Identity Prism</p>	<p><b>Case Study 2</b>  Brand Elements, Brand Identity and Brand Image</p>
	<p><b>Mandatory reading:</b>  Aaker, D. (2000) Brand Identity. In <i>Brand Leadership</i>. Part II pp. 31-94</p> <p>Keller, K. (2013). Customer based Brand Equity and Brand Positioning. In <i>Brand Management</i>. Chap. 2 (pp. 67-97)</p> <p>Kapferer, J-N. (2012). Brand Identity and Positioning. In <i>The new Strategic Brand Management</i>. Chap 7 (pp. 149-177).</p>	
<b>5°</b> <b>From</b> <b>April 22th</b> <b>to 27th</b>	<p><b>1.5 BRAND IDENTITY AND IMAGE</b></p> <p>1.5.6 Brand Love and its Dimensions  1.5.7 Brand Personality and its Dimensions  1.5.8 Brand Purpose</p>	<p><b>Quiz 2 (Week 3 &amp; 4)</b>  Readings:  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>Classes in Computer Laboratory</p>
	<p><b>Complementary Reading:</b>  Aaker, J.L. (1997). "Dimensions of Brand Personality". In <i>Journal of Marketing Research</i>, 34(3).</p>	

<b>LEARNING UNIT II: MEASURING BRAND PERFORMANCE, BRAND AUDIT, BRAND STRATEGIES AND BRAND PORTAFOLIO &amp; BRAND ARCHITECTURE.</b> <b>LEARNING RESULTS:</b> <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>		
<b>6°</b> <b>From</b> <b>April 29th</b> <b>to May</b> <b>4th</b>	<p><b>2.1 MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS</b></p> <p>2.1.1 Brand Metrics &amp; Assessment system (Identigraphs)</p> <p>2.1.2 Research Techniques for Brand Equity perceptions</p> <p>2.1.3 Brand Tracking and Brand Audit Studies Brand Asset Valuator - Young &amp; Rubicam (Y&amp;R)</p> <p><b>Mandatory reading:</b> Keller, K. (2013). Measuring Sources of Brand Equity: Capturing Customers Mind-Set. In <i>Brand Management</i> Chap. 8 &amp; 9 (pp. 291-322 &amp; 324-360)</p> <p><b>Complementary Readings:</b> Aaker, D.A. (1996). "Measuring Brand Equity across products and markets". In <i>California Management Review</i>, 38(3), 102-120. <a href="https://www.bavgroup.com/about-bav/brandassetr-valuator">https://www.bavgroup.com/about-bav/brandassetr-valuator</a></p>	<p><b>Test 1 (Weeks 1 to 5)</b>  <b>From 1.1 to 2.1</b>  Readings:  Kapferer, J_N. (2012). Op. cit. Chap. 7 (pp. 149-177).  Keller, K. (2013). Op. cit. Chap. 8 (pp. 291-322)</p> <p>Test 1 in Computer Laboratory</p>
<b>7°</b> <b>From</b> <b>May 06th</b> <b>to 11th</b>	<p><b>2.2 BRAND STRATEGIES</b></p> <p>2.2.1 Re Branding</p> <p>2.2.2 Brand Repositioning and Relaunching</p> <p>2.2.3 Flankerbrands</p> <p>2.2.4 Brand Reinforcement and Brand Revitalization</p> <p>2.2.5 Brand leverage, vertical and horizontal extensions</p> <p>2.2.6 A House of Brands, Blended House and Branded House</p> <p><b>Mandatory reading:</b> Aaker, David A. (2004). Chap. 3: Inputs to Brand Portfolio Decisions. In: <i>Brand Portfolio Strategy</i>. (pp. 65-88).  Keller (2013). Designing and Implementing Brand Architecture Strategies. Managing Brands Over Time. In <i>Brand Management</i>. Chap. 11 &amp; 13 (pp. 385-429 &amp; pp. 477-507)  Kapferer, J. (2012). Grow through brand extensions. In <i>The new strategic brand management</i>. Chap 12 (pp. 263-307).</p>	
<b>8°</b> <b>From</b> <b>May 13th</b> <b>to 18th</b>	<p><b>MID-TERM EXAM</b>  <b>FOR MANDATORY COURSES</b></p>	<p><b>From 1.1 to 2.2</b></p>
<b>9°</b> <b>From</b> <b>May 20th</b> <b>to 25th</b>	<p><b>2.3 BRAND ARCHITECTURE AND BRAND PORTFOLIO</b></p> <p>2.3.1 Brand Architecture models</p> <p>2.3.2 Brand Hierarchies Trees</p> <p>2.3.3 Product-Market Roles and Portfolio Roles</p> <p>2.3.4 Corporate brands vs Product brands</p> <p>2.3.5 Migration strategies</p> <p>2.3.6 Rationalization and retiring brands</p> <p>2.3.7 Cases in Brand Architecture Models and Brand Roles</p>	<p><b>Submit Final Project 1st Part: Strategical Diagnosis of a Brand Audit - Written Paper</b></p>

	<p><b>FINAL PROJECT FIRST PART: BRAND DIAGNOSIS OF A BRAND AUDIT</b></p>	
	<p><b>Mandatory reading:</b> Aaker, D. (2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In: <i>Brand Leadership</i>. Part III (pp. 95-162)</p> <p>Aaker, D. (2004). Brand Portfolio Strategy. The Brand Relationship Spectrum. In: <i>Brand Portfolio Strategy</i>. Chap 1 &amp; 2 (pp. 3-33 &amp; pp. 36-63).</p> <p><b>Complementary Reading:</b> Kapferer, J-N. (2012). Brand Architecture. In: <i>The New Strategic Brand Management</i>. Chap. 13 (pp. 309-344).</p>	
<p><b>LEARNING UNIT III: BRANDING DESIGN PROCESS AND BRAND BUILDING</b></p> <p><b>LEARNING RESULTS:</b></p> <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>		
<p><b>10° From May 27th to June 1st</b></p>	<p><b>3.1 BRANDING DESIGN PROCESS AND VISUAL IDENTITY</b></p> <p>3.1.1 Process basic: Managing the process, Team collaboration, Measuring success</p> <p>3.1.2 Five Steps Process:</p> <p>3.1.2.1 Research</p> <p>3.1.2.2 Clarifying Strategy</p> <p>3.1.2.3 Designing Identity</p> <p>3.1.2.4 Creating Touchpoints</p> <p>3.1.2.5 Managing assets</p> <p><b>Mandatory reading:</b> Wheeler, A. (2013) Designing Brand Identity. Part I &amp; II (pp. 13-36 &amp; pp.101-107)</p>	<p><b>Case Study 3</b> Brand Strategies, Brand Architecture &amp; Porfolio and Visual Brand Identity</p>
<p><b>11° From June 3rd to 08th</b></p>	<p><b>3.2 BRAND BUILDING WITH MARKETING MIX</b></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 The impact of advertising in building brand equity</p> <p>3.2.4 Marketing communications and the brand building process</p> <p>3.2.5 Internal Branding</p> <p><b>Mandatory reading:</b> Keller, K. (2013). Integrating Marketing Communications to Build Brand Equity. In <i>Brand Management</i>. Chap. 6 (pp. 217-257)</p> <p><b>Complementary Reading:</b> Kapferer, J-N. (2012). Launching the brand. In <i>The new strategic brand management</i>. Chap.8 (pp. 181-193).</p>	<p><b>Quiz 3 (Week 9 to 10)</b> Readings: Aaker, D. (2000) Op. cit. Part III (pp. 95-162.) Aaker, D. (2004). Op. cit. Chap 1 &amp; 2 (pp. 3-33 &amp; pp. 36-63). Wheeler A. (2013) Op. cit. Part I &amp; II (pp 13-36 &amp; pp. 101-107) Classes in Computer Laboratory</p>

<p style="text-align: center;"><b>12°</b> From June 10th to 15th</p>	<p><b>3.3 LEVERAGING BRAND BUILDING BEYOND ADVERTISING</b></p> <p>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</p> <p><b>FINAL PROJECT SECOND PART: BRAND DIAGNOSIS OF A BRAND AUDIT</b></p> <hr/> <p><b>Mandatory reading:</b>          Keller, K. (2013). Leveraging Secondary Brand Associations to Build Brand Equity. In <i>Brand Management Chap. 7</i> (pp. 259-289)          Aaker, D. (2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In <i>Brand Leadership</i>. Part IV (pp. 163-299).</p> <p><b>Complementary Readings:</b>          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 style="text-align: center;"><b>Case Study 4</b> Brand Building with Marketing Mix, Sponsoring, Celebrities, Brand Experience</p> <p style="text-align: center;"><b>Submit Final Project 2<sup>nd</sup> Part: Brand Diagnosis Written and Oral Presentations</b></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 style="text-align: center;"><b>13°</b> From June 17th to 22th</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 brands development          4.1.3 Retail brand strategies and future, brand architecture and development in retails.</p> <hr/> <p><b>Complementary readings:</b>          Wheeler, A. (2013) Designing Brand Identity. Best Practices: Amazon.com, Peru Brand. Part III (pp.220-221 &amp; 280-281)          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><b>Complementary Readings:</b>          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>  <a href="https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-private-label-report.pdf">https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-private-label-report.pdf</a>  <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 style="text-align: center;"><b>Test 2 (Week 9 to 12) From 2.3 a 3.3</b> Readings:          Keller, K. (2013). Op. cit Chap. 6 &amp; 7 (pp. 217-257) &amp; (pp. 259-289).</p> <p style="text-align: center;">Test 2 in Computer Laboratory</p>



<b>14°</b> <b>From</b> <b>June 24<sup>th</sup></b> <b>to 29<sup>th</sup></b>	<b>4.2 FINANCIAL VALUATION FOR BRANDS</b>  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.	<b>Submit Final Project</b>
	<b>Complementary Readings:</b> Kapferer, J-N. (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).	
<b>15°</b> <b>From</b> <b>July 01st</b> <b>to 06th</b>	<b>FINAL PROJECT PRESENTATIONS</b> <b>BRAND IMPROVEMENT PROPOSALS OF THE BRAND</b> <b>AUDIT</b> (Special dates/times will be scheduled for this activity)	<b>Oral &amp; Written</b> <b>Team Presentation of</b> <b>Final Project</b>
<b>16°</b> <b>From</b> <b>July 08th</b> <b>to 13th</b>	<b>FINAL EXAM</b> <b>FOR MANDATORY COURSES</b>	<b>From 2.2 to 4.1</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.
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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**

Lu Chang-Say, Estuardo  
[elu@esan.edu.pe](mailto:elu@esan.edu.pe)