



Course Syllabus Branding

August - December 2026-2

X Level

Professor

Lu Chang-Say, Estuardo

I. General course information

Name of the course:	Branding		
Prerequisite:	Marketing Communications	Code:	02951
Preceding:	Industrial and Sectorial Marketing	Semester:	2026-2
Credits:	3	Level:	X
Weekly hours:	3 hours	Modality of the course:	Online synchronous
Type of course:	Course Required	Course coordinator:	Yolanda Valle Velasco yvalle@esan.edu.pe
Career(s)	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 support 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 Brand Equity and Brand Valuation methods.

V. Methodology

The course is developed with flipped learning pedagogical method. Students must learn the theory and concepts outside the classroom, using the content prepared for the course like readings, papers, case studies, video and/or class notes.

Class time is dedicated to practical activities, solving exercise, discussions, and/or the presentation of projects that allow them to apply deepened knowledge, promote the class interaction and the development of critical thinking and problem-solving skills applied to real-world situations.

Business English language will be enhanced by promoting student participation in discussions, presentations, and written reports. A final group project will be presented in the last part of the course, oral and written work will be assessed.

VI. Assessment

Continuous assessment and feedback will be provided to enhance student progress.

The final course mark involves Permanent assessment average (70%) and Final exam (30%). Continuous Assessment includes the result of a Mid-term evaluation, 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:

$$PF = (0,70 \times PEP) + (0,30 \times EF)$$

Where:

FA = Final Average

PAA = Permanent Assessment Average

FE = Final Exam

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

PERMANENT ASSESSMENT AVERAGE (PAA) 70%		
Assessment	Description	Weighing %
Diagnostic Test	Test to find out entrance level	0%
Reading Control	3 Quizzes	10%
Graded Assessment	Tests 1 & 3	20%
	Test 2 covers the first 7 weeks of classes	20%
Practical Applications	4 Case studies and/or other in-class activities	10%
Research/Project (Brand Audit*)	1st Part (15%) + 2 nd Part (20%) + Final Report (25%) + Oral Team Presentation (10%) & Individual Presentation (30%)	30%
Other activities	Attendance and Participation in class discussions	10%

(*) 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 documents.

VII. Course content

WEEK	CONTENTS	ACTIVITIES/ CRITERIA TO ASSESS
LEARNING UNIT I: INTRODUCTION TO BRANDING, BRAND VALUE, BRAND NAME, BRAND EQUITY & BRAND IDENTITY LEARNING OBJECTIVES: Understands the general concepts of branding and the importance of Brand Equity and Brand Identity in the construction and development of brands.		
1° From August 17th to 22nd	1.1 INTRODUCTION TO BRANDING AND BRAND VALUE 1.1.1 Importance of Brands and Marketing advantages of Strong brands 1.1.2 Positioning Strategy and Principles of Positioning 1.1.3 Strategic Brand Management Process 1.1.4 Best Global Brands Rankings Mandatory reading: Keller (2013) Brands and Brand Management. In <i>Strategic Brand Management</i> . Chap. 1 (pp.29-64). https://www.rankingthebrands.com/The-Brand-Rankings.aspx?nav=category	Presentation of the Course Methodology Final Project Explanation
2° From August 24 to 29	1.2 BRAND EQUITY AND BRAND RESONANCE PYRAMID 1.2.1 Aaker's Brand Equity model description 1.2.2 Equity Foundations: Brand Vision and Brand Identity 1.2.3 Brand Awareness, Brand Associations and Perceived Quality 1.2.4 Brand Loyalty and Brand Performance 1.2.5 Four Steps for Strong Brands Building: Brand Resonance Pyramid 1.2.6 Keller's Customer Based Brand Equity model sub dimensions Mandatory reading: 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> . Complementary Readings: Brand Equity (David Aaker) www.prophet.com	Case Study 1 Positioning and Brand Equity

3° From the 31st as of the 5th September	1.3 THE BRAND VALUE CHAIN 1.3.1 Value Proposition and the Brand Value Chain 1.3.2 Customer Equity and Brand Equity Relationship 1.3.3 Customer Loyalty Pyramid and Driving Profit 1.4 BRAND ELEMENTS FOR BRAND EQUITY BUILDING 1.4.1 Criteria for Choosing Brand Name and Brand Elements: Memorability, Meaningfulness, Likability, Transferability, Adaptability 1.4.2 Brand Elements tactics: Brand names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packages and Tone. Mandatory reading: Keller, K. (2013). Brand Resonance and Brand Value Chain. In <i>Brand Management</i>. Chap. 3 (pp. 106-137) Complementary Reading: Keller, K. (2013). Choosing Brand Elements to Brand Equity Building. In <i>Brand Management</i>. Chap. 4 (pp. 141-173)	Quiz 1 (Week 1 and 2) Readings: Keller (2013) Op.cit. Chap 1, pp. 29-64 Aaker (1991) Op.cit. Chap 1 & Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>.
4° From the 7th to the 12th September	1.5 BRAND IDENTITY AND IMAGE 1.5.1 Positioning, Brand Image vs Brand Identity Gap 1.5.2 Brand Essence or Brand Mantra 1.5.3 Corporate Image, Identity and Corporate Reputation 1.5.4 Aaker's Brand Identity Model 1.5.5 Kapferer's Brand Identity Prism Mandatory reading: Aaker, D. (2000) Brand Identity. In <i>Brand Leadership</i>. Part II pp. 31-94 Keller, K. (2013). Customer based Brand Equity and Brand Positioning. In <i>Brand Management</i>. Chap. 2 (pp. 67-97) Kapferer, J-N. (2012). Brand Identity and Positioning. In <i>The new Strategic Brand Management</i>. Chap 7 (pp. 149-177).	Case Study 2 Brand Elements, Brand Identity and Brand Image
5° From the 14th to the 19th September	1.5 BRAND IDENTITY AND IMAGE 1.5.6 Brand Love and its Dimensions 1.5.7 Brand Personality Dimensions and Archetypes 1.5.8 Brand Purpose, Brand Why and the Golden Circle 1.5.9 Brand platform: Promise +Personality +Purpose Complementary Reading: Aaker, J.L. (1997). "Dimensions of Brand Personality". In <i>Journal of Marketing Research</i>, 34(3).	Quiz 2 (Week 3 & 4) Readings: Keller (2013) Op. cit. Chap 2 & 3. (pp. 67-97 & pp.106-137.) Aaker (2000) Op. cit. Part. II (pp. 31-94)

LEARNING UNIT II: MEASURING BRAND PERFORMANCE, BRAND AUDIT, BRAND STRATEGIES AND BRAND PORTAFOLIO & BRAND ARCHITECTURE. LEARNING RESULTS: - Analyzes and distinguishes the development of branding strategies. - Distinguishes the different brand portfolio strategies and brand architecture models.		
6° From the 21st to the 26th September	2.1 MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS 2.1.1 Brand Metrics & Assessment system (Identigraphs for Brand Identity Gaps) 2.1.2 Research Techniques for Brand Equity perceptions Mandatory reading: Keller, K. (2013). Measuring Sources of Brand Equity: Capturing Customers Mind-Set. In <i>Brand Management</i> Chap. 8 & 9 (pp. 291-322 & 324-360)	Test 1 (Weeks 1 to 5) From 1.1 to 2.1 Readings: Kapferer, J_N. (2012). Op. cit. Chap. 7 (pp. 149-177). Keller, K. (2013). Op. cit. Chap. 8 (pp. 291-322)
7° From September 28th to October 3rd	2.1 MEASURING BRAND PERFORMANCE AND CUSTOMER PERCEPTIONS 2.1.3 Brand Tracking and Brand Health Pyramids Analysis 2.1.4 Brand Audit 2.1.5 Brand Equity Impact Factors Model 2.1.6 Brand Asset Valuator - Young & Rubicam (Y&R) Complementary Readings: Aaker, D.A. (1996). "Measuring Brand Equity across products and markets". In <i>California Management Review</i> , 38(3), 102-120. Kapferer, J-N. (2012). Financial Valuation and Accounting for Brands. In: <i>The new strategic brand management</i> . Chap.18 (pp. 441-467). Salinas, G. (2009). General Approaches to Brand Valuation. A Taxonomy of Brand Valuation Methods. In: <i>The International Brand Valuation Manual</i> . Chap.4 & 6 (pp. 57-108 & 295-330).	
8° From October 5th to 10th	TEST 2 (online)	From 1.1 to 2.1
9° From October 12th to 17th	2.2 BRAND STRATEGIES 2.2.1 Positioning Strategies and Key Benefit Types 2.2.2 Concept Statement for Positioning 2.2.3 Positioning based on Value Perception & Price 2.2.4 Brand Repositioning and Relaunching 2.2.5 Brand Reinforcement and Brand Revitalization 2.2.6 Flanker Brands 2.2.7 Brand leverage: vertical & horizontal extensions 2.2.8 Risks of Brand extensions	

	Complementary 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)	
LEARNING UNIT III: BRANDING DESIGN PROCESS AND BRAND BUILDING LEARNING RESULTS: - 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. - Branding in the global markets.		
10° From October 19 to 24	2.3 BRAND ARCHITECTURE AND BRAND PORTFOLIO 2.3.1 Brand Portfolio Problems and Opportunities 2.3.2 Product-Market Roles and Portfolio Roles 2.3.3 Brand Hierarchies Trees 2.3.4 Brand Architecture models 2.3.5 House of brands and branded house advantages 2.3.6 Sub-brands and Endorsed brands 2.3.7 Co-branding and double branding Mandatory reading: Aaker, D. (2000) Brand Architecture: Achieving Clarity, Synergy and Leverage. In: <i>Brand Leadership</i>. Part III (pp. 95-162) Aaker, D. (2004). Brand Portfolio Strategy. The Brand Relationship Spectrum. In: <i>Brand Portfolio Strategy</i>. Chap 1 & 2 (pp. 3-33 & pp. 36-63). Complementary Reading: Kapferer, J-N. (2012). Brand Architecture. In: <i>The New Strategic Brand Management</i>. Chap. 13 (pp. 309-344).	Case Study 3 Brand Strategies, Brand Architecture & Porfolio and Visual Brand Identity Submit Final Project 1st Part: Strategical Diagnosis of a Brand Audit - Written Paper
11° From October 26 to 31	3.1 BRANDING DESIGN PROCESS AND VISUAL IDENTITY 3.1.1 Visual Brand Identity and Communication 3.1.2 Visual Brand Identity Design Process 3.1.3 Five Steps Process: 3.1.3.1 Research 3.1.3.2 Clarifying Strategy 3.1.3.3 Designing Identity 3.1.3.4 Creating Touchpoints 3.1.4 Elements of the Visual Brand Identity System 3.1.4.1 Color psychology in branding 3.1.4.2 Visual Identity in Brand Extensions 3.1.5 Visual Sensorial Branding 3.1.6 Brand Experience Dimensions 3.1.6.1 Organic Brand Experience 3.1.6.2 Internal branding Mandatory reading: Wheeler, A. (2013) Designing Brand Identity. Part I & II (pp. 13-36 & pp.101-107)	Quiz 3 (Week 9 to 10) Readings: 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)

12° From November 2nd to 7th	3.2 BRAND BUILDING WITH MARKETING MIX 3.2.1 Impact of marketing mix decisions in the Brand Equity 3.2.2 Impact of Communication Mix in the building of Brand Equity 3.2.2.1 Advertising in internet and social media 3.2.2.2 Direct Marketing 3.2.2.3 Owned, Paid, Earned and Social Media 3.2.2.4 Internet Marketing Funnel 3.2.2.5 Alternative Marketing 3.2.2.6 Guerilla Marketing 3.2.2.7 Product placement and Advertainment Mandatory reading: Keller, K. (2013). Integrating Marketing Communications to Build Brand Equity. In <i>Brand Management</i>. Chap. 6 (pp. 217-257) Complementary Reading: Kapferer, J-N. (2012). Launching the brand. In <i>The new strategic brand management</i>. Chap.8 (pp. 181-193).	Case Study 4 Brand Building with Marketing Mix, Sponsoring, Celebrities, Brand Experience Submit Final Project 2nd Part: Brand Diagnosis Written and Oral Presentations
13° From November 9th to 14th	3.3 LEVERAGING BRAND BUILDING BEYOND ADVERTISING 3.3.1 Public Relations – PR / Publicity 3.3.2 Events and Sales Promotion Brand Experience 3.3.3 Brand Communities 3.3.4 Sponsoring 3.3.5 Celebrity Endorsement and Influencers FINAL PROJECT SECOND PART: BRAND DIAGNOSIS OF A BRAND AUDIT Mandatory reading: 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). Complementary Readings: 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.	Test 3 (Week 9 to 12) From 2.3 a 3.3 Readings: Keller, K. (2013). Op. cit Chap. 6 & 7 (pp. 217-257) & (pp. 259-289).
LEARNING UNIT IV: COUNTRY & CITY BRANDING, PRIVATE BRANDS & RETAIL BRANDING LEARNING RESULTS: Understands, evaluates the different Private Brand strategies and the development of Retail. Able to propose and implement an integrated Brand Plan; according to the requirements of the market and choosing a specific company.		

14° From November 16th to 21st	4.1 COUNTRY BRANDS, PRIVATE BRANDS, RETAIL BRANDS AND GLOBAL BRANDS 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. 4.1.4 Luxury brands 4.1.5 Global brands Complementary readings: Wheeler, A. (2013) Designing Brand Identity. Best Practices: Amazon.com, Peru Brand. Part III (pp.220-221 & 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). Complementary Readings: Godey & Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i>. Journal of Business Research.	Submit Final Project
15° From November 23 to 28	FINAL PROJECT PRESENTATIONS BRAND IMPROVEMENT PROPOSALS OF THE BRAND AUDIT (Special dates/times will be scheduled for this activity)	Oral & Written Team Presentation of Final Project
16° From November 30th to December 5th	FINAL EXAM (Online)	

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.
- 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.
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- Buil, Chernatony & Martinez (2008). *A cross-national validation of the consumer-based brand equity scale*. Journal of Product & Brand Management 17 (6): 384-392.
- 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.
- 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.
- Yoo, Donthu & Lee (2000). *An Examination of Selected Marketing Mix Elements and Brand Equity*. Journal of the Academy of Marketing Science 2000; 28; 195.
- Zarantonello, L. & Pauwels-Delassus, V. (2015). *The Handbook of Brand Management Scales*. First Edition, Routledge.

IX. Professor

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