



IB 370 BRAND MANAGEMENT
IES Abroad Madrid

DESCRIPTION:

As a powerful tool for creating lasting value for a company and its customers, the brand is one of a firm's most important assets. 'Brand' plays a central role not only in defining a company's market positioning but also in communicating its identity and differentiating it from competitors. To manage and leverage a brand's force, companies thus must pursue, develop, and implement branding strategies that allow them to successfully highlight and mobilise their values, core competences, and marketing capabilities.

This module explores brands from a cultural, social, political, and geographical perspectives. As we learn of key underlying ideas that underpin branding theory and how marketing professionals bring them to life, we will reflect on how brands partner with various cultural actors and adopt new methodologies to keep up with competition and stay relevant to their consumers. Most of all, this module focuses on a more critical approach to branding and aims to highlight the ethical issues that dominate corporate decisions and how they affect brands and their perception.

This course will provide an overview of brand management in an international context by exploring the key concepts and definitions of branding and by introducing students to branding strategies that foster growth and competitive advantage, even in fast-changing industries and markets. Real-world cases and local field studies, as well as investigation of the wider global and local cultural contexts, will allow us to outline best practices, while hands-on assignments and workshops will help us put this knowledge into practice.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Instructor Name

PREREQUISITES: If none, enter "None"

ADDITIONAL COST: If none, enter "None"

METHOD OF PRESENTATION:

Lectures, class discussions, student presentations, case-study analysis, outside research, course-related trips, individual and group projects.

Please note: This course uses mostly a flipped classroom approach. Students are expected to spend a minimum of 45 minutes preparing for each class session by studying the instructor's course pack and required readings in order to be prepared for in-class discussion and activities.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation - 10%
- Midterm Exam - 20%
- Final Presentation - 20%
- Individual Assignment - 30%
- Group Project (developed in teams) – 20%

Course Element

- **Course Participation:** Class attendance and participation in discussions are essential to profit from this course. Students have to come prepared to class, i.e. preparing the homework for each lecture (e.g. readings, assignments, brainstorming...).

Students are asked to be proactive and interact during the lectures, e.g. bringing examples of their out-of-class experiences that can be related to the course. Also, this course is fully integrated with Moodle, the IES online learning platform. Students will be required to actively access and interact with resources on this platform. For a better understanding of class participation, the grading rubric for student participation is available on Moodle and will be distributed on the first day of class.

- **Midterm Exam:** The topics and materials that have been covered before the midterm will make up this exam, though students will be expected to demonstrate their understanding through the application of key concepts. Please note: The midterm exam will take place during Midterm-week.
- **Final Presentation:** The final presentation will take place during finals week
- **Individual Assignment:** The individual assignment consists of a written essay submission, of a critical analysis of a brand (to be chosen from a panel that will be shared in class). Deadline for this assignment: The deadline to hand in this assignment will be shared in the first session. The assignment must be submitted between 12-2pm on the date shared with students. Approximately two weeks after handing it in, students will receive a grade and feedback to their assignment. Additional indications: Students will work on this assignment both in class, during a dedicated session, and at home (out of class).
- **Group Project:** Students will have to work in teams to showcase a brand and its way forward for a specific product category and business problem (that will be announced in class) from scratch, developing it in each part. This presentation will require a presentation in class, of not more than 15 slides. Deadline for the group project: The deadline to hand in the group project is the night before the date it's due. Additional indications: Students will work on this assignment both in class (during dedicated sessions) and at home (meeting outside class to complete the task).

LEARNING OUTCOMES:

The goal of the course is to give students strategic and technical tools and approaches to understand and manage brands in diverse contexts, industries, and markets. By the end of the course, students will be able to:

- Utilise the terms, concepts and methods relevant to the brand management discipline;
- Apply branding principles and marketing communication concepts, also in the digital context;
- Develop a consumer-centric approach to building and evaluating strategies that build brand equity for new and existing brands;
- Identify key issues related to defining, planning and implementing brand strategies for different marketing offerings (e.g. corporate company, products, services, industrial goods, etc.);
- Manage brand elements and brand touchpoints from a strategic standpoint;
- Deal with strategic marketing decisions inherent a company's/offering's brand (e.g. secondary brand associations, ingredient branding, rebranding, etc.);
- Understand how to learn quickly from other companies' success/unsuccess of branding strategies;
- Measure brand attitude;
- Gain a hands-on experience of the fundamental steps of the brand naming creation process;
- Be able to leverage on a place's (e.g. city's) strengths in order to improve the place's image and reputation

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is mandatory for all IES Madrid classes, including course-related excursions. Absences will only be excused in cases of documented medical or family emergencies. You are allowed a maximum of one unexcused absence for once-a-week courses and two unexcused absences for twice-a-week courses. Each additional unexcused absence will result in a deduction of 3 percentage points from your final grade and/or disciplinary action. Accumulating 7 or more unexcused absences in twice-a-week courses, or 4 or more in once-a-week courses, may result in a failing grade for the course.

Late or missed submission of assessed work: any assessed work, including exams, tests, and presentations, will be rescheduled only if the absence is justified; otherwise, it will be graded as zero.

Punctuality is critical: three instances of being over 10 minutes late will be counted as one absence and being more than 15 minutes late will also count as one absence.

On museum days, students must arrive exactly at the scheduled entrance time. If a student arrives late, they are responsible for entering the museum independently by presenting their student ID and passport to verify their identity as a student at the entrance and purchasing their own ticket. Once inside, they must consult the syllabus to identify their assigned class and locate their group. Students are expected to take responsibility for locating the class, this includes reviewing the syllabus, Moodle and class information, and considering having alternative means of contact. In such cases, the student will be marked as late. Failure to join their group after arriving late will be recorded as an absence.

For more information, please refer to the full Attendance and Punctuality Policy document.

CONTENT:

Session	Content	Assignments
Session 1	Brands and branding: An Introduction; Marketing Planning	The lecture focuses on brands and how they exist in the wider world, and assesses their role in marketing environment. We also consider the role of brands in marketing planning
Session 2	Advertising, agencies, and the evolution of advertising agency models	• We look at advertising and the evolving landscape of media and chalk out clear team roles in the construction of brands. • We will work through a few examples in this session to critically assess the impact of various stakeholders in the construction of a brand. • Reading: Aidan Kelly, Katrina Lawlor & Stephanie O'Donohoe (2005) Encoding • Advertisements: The Creative Per
Session 3	Branding and loyalty	• We discuss theories of consumer nudging, consumer attention and how brands create salience through various strategies. • We will also investigate cultural lenses to branding and explore notions of brand personality and consumers' response based on their principles. • Reading: Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. Journal of Marketing, 65(2), 81-93

Session	Content	Assignments
Session 4	Channels of branding	- We look at traditional media channels, direct response, databases, and digital/social and alternative marketing. We then consider how these allow us to evaluate brands in their intended impact. - Reading: Lora Mitchell Harding & Mark T. Schenkel (2017) Brand Advertising in an Access–Ownership World: How Marketing Channels Impact Message Persuasiveness, <i>Journal of Marketing Channels</i>, 24:1-2, 51-72
Session 5	The arts and branding	- We consider how popular culture intersects with the arts to contribute to brands and branding narratives. - Reading: Jonathan E. Schroeder, (2005), "The artist and the brand", <i>European Journal of Marketing</i>, 39: 11/12, 1291 - 1305
Session 6	Branding strategies: co-branding, product placement, nostalgia	- This session critically assesses the role of other brands in culturally specific contexts to create long-term branding solutions. - Reading: Daragh O'Reilly (2005) Cultural Brands/Branding Cultures, <i>Journal of Marketing Management</i>, 21:5-6, 573-588
Session 7	Consumer Behaviour	- We will look at key theories of consumer behaviour and how brands utilise them to work towards favourable decision-making. We will look at this through socio-economic, cultural, and gender lens. - Reading: Tanrikulu C. Theory of consumption values in consumer behaviour research: A review and future research agenda. <i>Int J Consum Stud</i>. 2021; 45: 1176–1197.
Session 8	Consumer Culture	- This lecture inspects how marketplace cultures affect brands, in addition to studying consumer tribes, brand communities, and consumer movements. - Reading: Fitchett, J. A., Patsiaouras, G., & Davies, A. (2014). Myth and ideology in consumer culture theory. <i>Marketing Theory</i>, 14(4), 495-506.

Session	Content	Assignments
Session 9	Brands and ethics	- This lecture looks at the importance of ethics and corporate social responsibility alongside the evolution of these practices. - Reading: Hunt, Shelby D. "The ethics of branding, customer-brand relationships, brand-equity strategy, and branding as a societal institution." <i>Journal of Business Research</i> 95 (2019): 408-416.
Session 10	Experiential turn in branding	- We look at the experiential turn in marketing - from products to experiences and how brands thrive in a more integrated format - Reading: Tynan, Caroline, and Sally McKechnie. "Experience marketing: a review and reassessment." <i>Journal of marketing management</i> 25.5-6 (2009): 501-517.
Session 11	Branding and the Creative Brief	- We will investigate the role of creativity in branding and how various actors work together to construct branding briefs that lead to branding efforts. - Reading: Van Gelder, Sicco. "The new imperatives for global branding: Strategy, creativity and leadership." <i>Journal of Brand Management</i> 12.5 (2005): 395-404.
Session 12	Branding research and branding plans	- Leading up to the final presentation, we will learn how integral the process of research is in the construction of brands. We look at data, data collection, its analysis, and impact on brands, as well as perceptual mapping and the role of data in measuring brand performance. - Reading: Karababa, Eminegül, and Dannie Kjeldgaard. "Value in marketing: Toward sociocultural perspectives." <i>Marketing Theory</i> 14.1 (2014): 119-127.

REQUIRED READINGS:

- Fill C and Turnbull S (2016) *Marketing Communications: Discovery, Creation and Conversations Practice* 7th Ed. Essex Pearson Education Ltd
- Brown, Stephen (2016): *Brands and Branding*. Sage UK

RECOMMENDED READINGS:

If required, articles will be supplied for each class in advance as compulsory reading.

- Adamson, A. (2006), *Brand Simple*, Palgrave. ISBN – 14039 74055.

- Belch G.E & Belch, M.A. (2008) Advertising and Promotion: an Integrated Marketing Communications Perspective, 6th edition. McGraw-Hill, USA
- Bilton, Chris (2007) Management and Creativity. Oxford; Blackwell Publishing
- Bird, D, (2007), Common Sense Direct and Digital Marketing (5th Ed), Kogan Page Ltd
- Clow, K. E. & Baack, D. (2009) Integrated Advertising, Promotion and Marketing Communications: Global Edition, Prentice Hall, USA
- Coombs, T (2010) The Handbook of Crisis Communication (Handbooks in Communication and Media), Wiley
- Egan, John (2007) Marketing Communications. London: Thomson Learning.
- Katz H (2006) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying, Routledge
- Marsen S. (2003) Professional writing. Basingstoke: Palgrave Macmillan
- O'Shaughnessy and O'Shaughnessy (2004) Persuasion in Advertising. London: Routledge
- Ogilvy, D (2007), Ogilvy on Advertising, Pan Books Ltd
- Ogilvy, David (2004) Confessions of an Advertising Man. New edition. Southbank Publishing
- Roman, K & Maas, J. (2007), How to advertise – what works, what doesn't and why (3rd Edition), Kogan Page, London
- The IDM, (2006) The Interactive and Direct Marketing Guide, The IDM
- White, Roderick (1993) Advertising. What it is and how to do it. Maidenhead; McGraw Hill

Web Sites

- ABC Audit Bureau of Circulation www.abc.org.uk
- AdWeek <https://www.adweek.com/>
- ASA www.asa.org.uk
- The Advertising Standards Authority is the body which regulates advertising in the UK and their website contains information about rules and regulations affecting UK advertising
- BARB <http://www.barb.co.uk/>
- The Broadcast Audience Research Bureau containing facts, figures, information and case studies about TV advertising and its effectiveness
- Brand Republic www.brandrepublic.com
- The website of some of the major marketing trade publications in the UK and including detailed information and up to date news about branding, advertising, PR and marketing in general
- Committee of Advertising Practice www.cap.org.uk Creative Review www.creativereview.co.uk Digital Buzz Blog www.digitalbuzzblog.com
- ITV <http://www.itv.com/>
- National Readership Survey <http://www.nrs.co.uk/>
- NMAUK <http://www.nmauk.co.uk/>
- The website of the newspaper marketing agency containing lots of information about advertising in newspapers and magazines, research on advertising effectiveness, case studies about real companies and their advertising activities
- RAB <http://www.rab.co.uk/rab2009/>
- The Radio Advertising Bureau containing facts, figures, information and case studies about radio advertising and its effectiveness
- Thinkbox <http://www.thinkbox.tv/>
- Marketing Mentor <http://www.marketingmentor.net/>
- Drayton Bird www.draytonbird.com/
- Website of one of the foremost direct marketing experts in the world including detailed advice, case studies and information about direct marketing and copywriting
- WARC <http://www.warc.com/>
- World Advertising Research Center site containing lots of information and case studies about global campaigns, best practice guides and so on

INSTRUCTOR BIOGRAPHY:

Brief biography of the faculty.