



IB 370 Sec 01: Brand Management

FALL

IES Abroad Vienna

DESCRIPTION: Branding 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 must pursue, develop, and implement branding strategies that allow them to successfully highlight and mobilize their values, core competences, and marketing capabilities. This course will provide an overview of brand management in a European 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 lessons learned by the city of Vienna itself, will allow us to outline best practices, while hands-on assignments and workshops will help us put this knowledge into practice.

CREDITS: 3

CONTACT HOURS:10

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Dr. Lidija Lalicic

PREREQUISITES: Interest in marketing, trend observation, consumer behaviour. Some introductory courses on business will be helpful.

ADDITIONAL COST: None

METHOD OF PRESENTATION:

- Power Point presentations provided as guidelines
- Students' presentations on given tasks
- Mini guest lectures
- Creative workshop on topic of lecture (world table, role play, mapping)
- Summary and reflection of prior lesson

REQUIRED WORK AND FORM OF ASSESSMENT:

- Active class participation (10%)
- 2x group presentation assignment (30%)
- Group term paper (30%)
- Final exam based on lectures and complementary reading (40%)

Course Participation

Students are expected to actively engage in creative exercises, contribute their own examples and experiences, collaborate with peers for reflection, and demonstrate critical thinking throughout the course.

Final Exam

The final exam will cover all course content and assess students' ability to recall key concepts through multiple-choice and open-ended questions.



Research Paper

The research paper is a group task (5 pages), where students are asked to apply course knowledge to provide strategic recommendations based on a given topic.

Other Assignments

Presentation tasks: Students will present twice in groups, delivering their assignments in a cohesive and engaging manner while demonstrating how to apply the theories and presenting them in an accessible way to their peers.

LEARNING OUTCOMES:

By the end of the course students will be able to:

- Use key terms, concepts, and methods in brand management.
- Apply branding and marketing communication principles, including digital contexts.
- Develop consumer-focused strategies to build brand equity for new and existing brands.
- Identify challenges in defining, planning, and implementing brand strategies across various offerings (corporate, products, services, industrial).
- Strategically manage brand elements and touchpoint & storytelling.
- Make strategic marketing decisions related to branding (e.g., secondary associations, ingredient branding, rebranding).
- Learn from other companies' branding successes and failures.
- Measure brand attitudes.
- Gain practical experience in brand naming processes.

ATTENDANCE POLICY:

IES Abroad Vienna requires attendance at all class sessions. Attendance will be taken every class. Students must attend at least 60% of their class sessions to qualify for a passing grade, regardless of whether their absences have been excused or not. Your attendance is required in-person unless otherwise noted in the syllabus.

Students are highly encouraged to communicate absences as soon as possible to their professors and for excused absences using the processes described in the absence policy.

Please refer to the IES Abroad Vienna Absence Policy for a more precise overview of all attendance policies at IES Abroad Vienna as well as an overview of possible grade penalties.

ACADEMIC INTEGRITY:

At IES Abroad Vienna, we hold ourselves to the highest standards of honesty and academic integrity. Any form of academic dishonesty undermines the principles of trust and fairness essential to a thriving learning community. As such, plagiarism and cheating are considered serious violations of our code of conduct, and students found engaging in such activities will face swift and severe consequences, ranging from a failing grade on an assignment, to an academic review and possible expulsion from the program.

USE OF AI:

In this course, the use of allowed necessary, not as the primary source of knowledge generation.

CONTENT:

Present topic in a table with each row as a week, unit, or class, depending on course organization from instructor. Other columns could include topic/content, readings, assignments, field study, homework, etc.

Content within the cell can include ordered or bulleted lists. Bulleted lists are preferred for readings.

Week	Content	Assignments and Readings
Week 1	Session 1. Introduction Course ○ Course Design & Classroom etiquettes ○ Introduction to Brand Management ○ Why are brands important? ○ What is a brand?	• Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th Ed.), Chapter 1 – Introduction to Branding.
Week 2	Session 2. Branding Principles and Marketing Communication ○ Main functions of a brand: identification and ▪ differentiation • Core branding principles • Marketing communication in traditional and digital contexts	• Aaker, D. A. (1996). Building Strong Brands, Chapter 1 – What is a Brand?
Week 3	Session 3. Consumer-Centric Brand Strategy ○ Understanding consumer behavior and needs ○ Building and evaluating brand equity ○ Experience economy	• Kapferer, J.-N. (2012). The New Strategic Brand Management, Chapter on Brand Identity and Architecture. • Burmann, C., Jost-Benz, M., & Riley, N. (2009). Towards an identity-based brand equity model. <i>Journal of Business Research</i>, 62(3), 390-397.
Week 4	Session 4. Brand Strategy Development ○ Defining, planning, and implementing brand strategies ○ Application to corporate brands, products, services, and industrial goods	• Aaker, D. A. (1996). Building Strong Brands, Chapter on Brand Elements. • Verhoef, P. C., et al. (2009). Customer experience creation: Determinants, dynamics and management strategies. <i>Journal of Retailing</i>, 85(1), 31-41.
Week 5	Session 5 : Managing Brand Elements and Touchpoints ○ Brand identity and visual elements ○ Customer journey and brand touchpoints	• Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. <i>Journal of Consumer Research</i>, 29(4), 595-600. • Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? <i>Journal of Marketing Research</i>, 35(1), 30-42. • Phillips, B. J., McQuarrie, E. F., & Griffin, W. G. (2014). How visual brand identity shapes consumer response. <i>Psychology and Marketing</i>, 31(3), 225–236. https://doi.org/10.1002/mar.20689

		• Presentations mid term
Week 6	Session 6: Strategic Branding Decisions • Secondary brand associations • Ingredient branding and co-branding • Rebranding strategies	• Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. <i>Journal of Consumer Research</i>, 29(4), 595-600. • Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? <i>Journal of Marketing Research</i>, 35(1), 30-42. • Labrecque, L. I. & Milne, G. R. (2011). Exciting red and competent blue: the importance of color in marketing. <i>Journal Of The Academy Of Marketing Science</i>, 40(5), 711–727. https://doi.org/10.1007/s11747-010-0245-y
Week 7	Session 7. Learning from Branding Success and Failure • Case studies of successful and failed brand strategies • Key takeaways and best practices	• Ries, A., & Ries, L. (2002). <i>The Fall of Advertising and the Rise of PR</i>, Selected chapters on branding successes and failures. • Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. <i>Journal of Consumer Research</i>, 36(5), 838-856. • Luffarelli, J., Delre, S. A., & Landgraf, P. (2022). How has the effect of brand personality on customer-based brand equity changed over time? Longitudinal evidence from a panel data set spanning 18 years. <i>Journal of the Academy of Marketing Science</i>, 51(3), 598–616. https://doi.org/10.1007/s11747-022https://doi.org/10.1007/s11747-022-00895-200895-2
Week 8	Session 8. Brand Storytelling • Structure of stories • Types of stories • Co-creation	• Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. <i>Psychology & Marketing</i>, 25(2), 97–145. https://doi.org/10.1002/mar.20203
Week 9	Unit 9: Measuring Brand Performance • Brand attitude and perception measurement • Tools and metrics for brand evaluation	• Kohli, C., & LaBahn, D. W. (1997). Observations: Creating effective brand names: A study of the naming process. <i>Journal of Advertising Research</i>, 37(1), 67-75.
Week 10	Session 10. Recap & Future • Recap of the course • Final Project Presentations	Presentations mid term

Final exam + deadline paper	Written exam + submission of final term paper	Written exam with mix of multiple choice & open ended questions: 60 minutes Group term paper: 3000- 4000 characters – more instructions will follow in class.

REQUIRED READINGS:

- Kapferer, J.-N. (2012). The New Strategic Brand Management, Chapter on Brand Identity and Architecture.
- Burmann, C., Jost-Benz, M., & Riley, N. (2009). Towards an identity-based brand equity model. *Journal of Business Research*, 62(3), 390-397.
- Aaker, D. A. (1996). Building Strong Brands, Chapter on Brand Elements.
- Verhoef, P. C., et al. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31-41.
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- Phillips, B. J., McQuarrie, E. F., & Griffin, W. G. (2014). How visual brand identity shapes consumer response. *Psychology and Marketing*, 31(3), 225–236. <https://doi.org/10.1002/mar.20689>
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- Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? *Journal of Marketing Research*, 35(1), 30-42.
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- Ries, A., & Ries, L. (2002). The Fall of Advertising and the Rise of PR, Selected chapters on branding successes and failures.
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers’ purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838-856.
- Luffarelli, J., Delre, S. A., & Landgraf, P. (2022). How has the effect of brand personality on customer-based brand equity changed over time? Longitudinal evidence from a panel data set spanning 18 years. *Journal of the Academy of Marketing Science*, 51(3), 598–616. <https://doi.org/10.1007/s11747-022-00895-2>
- Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. <https://doi.org/10.1002/mar.20203>
- Kohli, C., & LaBahn, D. W. (1997). Observations: Creating effective brand names: A study of the naming process. *Journal of Advertising Research*, 37(1), 67-75.

INSTRUCTOR BIOGRAPHY:

Dr. Lidija Lalicić is an accomplished academic and practitioner with Dutch roots, bringing over 15 years of global experience to the fields of international business, branding, and marketing. She holds a Ph.D. in Innovation and Brand Management, complemented by extensive expertise as a startup founder, educator, researcher, and branding consultant. Her work has been honored with several prestigious awards, reflecting her dedication to excellence and innovation in these fields.



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