



COURSE: **BRAND LEADERSHIP**  
COURSE NUMBER :  
NAME OF PROFESOR : **Vik Murty**  
**E-MAIL:** V.Murty@udd.cl  
**Syllabus**

### **A. GENERAL INFORMATION**

Name : **BRAND LEADERSHIP**  
:  
Pre- requisites : Marketing I, Finance, Economics  
Co – requisites : Strategy, Marketing II  
Credits: : **10**  
Semester: : 2 2017  
Number of sessions per week : 1 (TBD)  
Academic hours per semester : 68  
Teaching Assistant hours per semester : 68

### **B. COURSE DESCRIPTION**

Which came first, a product or it's brand? In this Brand overview course, you will learn how to define and build a strong brand identity, a superior brand experience, and lasting brand loyalty to most importantly drive Brand Value. You will be able to differentiate your brand in a marketplace, evolve and maintain differentiation and competitive advantage, and command higher pricing/market share/profitability. A company's brands are key strategic and financial assets. This elective is dynamic, and balances branding theory with practice. Expect interactive lectures and discussions with literature, case studies, exercises, and group work.

### **COURSE OBJECTIVES**

#### **Conceptual level:**

This course is interdisciplinary with strong focus on Brand Leadership in setting a firm's direction, strategy, and tactics. Content for the class will thus bridge Marketing, Financial and Management disciplines to explore Brand Leadership as a driving force in company organization, product and service creation, and customer interaction. Brand often plays a critical role in Mergers & Acquisitions and this course will examine examples of brand creation for sale, brand acquisition and mergers. Finally, you will be able to define and use practical methods of branding in the modern multi-channel world with the understanding of what changes modern technology drives and does not drive in Branding

activities. This course is divided into three major units: Brand Marketing, Brand Equity, and Brand Strategy.

### **UNIT I. BRAND MARKETING**

#### **Conceptual:**

- Defining a Brand, Design Language, and Brand Story
- How to define brand architecture and launch a new brand
- Parts of brand: Brand Essence, Core, Limits, perceptual mapping

#### **Procedural:**

- Write a brief defining a brand understandable by non-creatives
- Elements of a Creative Brief
- Build a Brand Launch Plan

### **UNIT II. BRAND VALUE & EQUITY**

#### **Conceptual:**

- Examine the validity of Brand as an asset
- Valuation techniques
- Financial uses for Brand Equity

#### **Procedural:**

- Using Brand Equity as an end for business decisions
- Define and use Real Options to guide a product plan with a Brand Equity lens
- Learn to analyze key drivers and anticipate integration challenges of Brand Equity and use for Strategic Acquisitions

### **UNIT III: STRATEGIC BRAND MANAGEMENT**

#### **Conceptual:**

- Learn how to set broad management across a firms functional units using Brand Leadership
- Learn how to set and execute a Branding plan
- Build techniques to drive brand loyalty

#### **Procedural:**

- Build a Brand Strategy
- Write a creative brief
- Learn to analyze key drivers of Brand Equity and use for Strategic Acquisitions

**Attitudinal objectives:**

- Encourage analytical thinking and written/oral English skills.
- Manage proficiently both the strategic and execution of elements
- Value successful and unsuccessful branding studied on each of the case analyses that will ultimately allow students build a strong intuition and ability to execute.

**ASSIGNMENTS PREPARATION GUIDELINES**

It is advisable to start working on the case studies/videos only after having completed the related reading of the course material, since the assignments are related to the chapter topics. Reading and practice are essential aspects of Brand Management and in turn this course.

**E. COURSE METHODOLOGY**

Various forms of learning will be used including lectures, business cases, and potentially professional guest speakers. Readings in English will include textbook and business literature excerpts. Current business events may be discussed as relevant. Broadly, this class positions marketing a discipline writ large and gives students practice of the ability to add value through customer centric vantage point for new product definition, execution and evaluation.

All material presented in English. Student is expected to have a high aptitude for writing and presenting in a organized fashion. Recognizing that students have varying proficiencies in the English language, resources and professor time will be provided to aid in assignments but the student and student groups must take initiative.

Role of professor: to teach to acceptable professional standards such that student has actionable capabilities conceptually and practically. To treat the class as if they are stakeholders in a company, and evaluate and incorporate student perspective and point of view. The professor is the “facilitator” of student learning.

Role of student:

Be prepared: read the cases, read the assigned literature and notes, have questions ready, challenge peers and professor courteously, build well prepared arguments.

Be aware: during this class look at life through the lens of a marketer in every touchpoint with products – from a sip of bottled water to grocery shopping, to walking shopping malls. Read, lots online. You can and should incorporate any external learning and knowledge.

Be engaging: participate, voice yourself, don’t let “dead space” go useless as there are lots of topics and interesting tangents to cover. Take active responsibility for your learning.

Papers, presentations, and communications are evaluated on completeness, clarity and conciseness. There will be plenty of opportunity to hone these skills throughout the class. End of class capability and growth are critically important.

## **F EVALUATION**

1. Attendance and Class Participation: 30%
2. Mid term Certamen I 20%
3. Mid term Certamen II 20%
4. Final exam: Paper (less than five pages) and presentation. 30%

## **G EVALUATION DESCRIPTION**

### **Attendance and class participation 30%**

You are required to complete readings weekly during the semester; each case is strategically selected to give you a practical perspective that should enable you to have a marketing and managerial outlook on the situation that is being analyzed.

Each case or reading due date is clearly noted in the week-to-week calendar and the weeks topic. you do have the option to work in groups. Marks are based on individual remarks based on depth, contextual understanding, originality, and evaluation/analysis. There maybe case reports scheduled for certain weeks in lieu of discussion, but generally with advanced warning.

A few group exercises will contribute to this mark. Evaluation will be made based upon success of the group AND upon individual contribution within group. Each group member will “professionally and constructively” evaluate each other group member. Time permitting, each group will “professionally and constructively” evaluate and feedback each other group. Marks will also be dependent upon evaluation and feedback. **All non-original work used must be cited using APA standards for citation and formatting.**

### **Mid Term Exams [40%] total**

You are required to complete 2 in-class Tests/Certamen as per the normal Subject requirements that you are familiar with during each semester, these are designed to test your understanding of the key concepts covered in each of the learning modules.

**Task Length** – Each test will have a maximum time length of 2 hour and 40 minutes, but may require pre class prep (reading and prepping a case as an example).

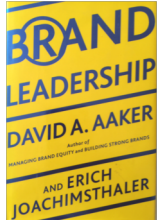
**Test 1 20%**

**Test 2 20%**

**FINAL EXAM BRANDING TOPIC (details to follow in class): 30%**

## **H TEXT AND MATERIALS REQUIRED**

Each student will be required over the semester to read:

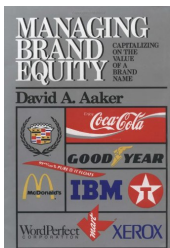


***Aaker, D. A., & Joachimsthaler, E. (2000). Brand leadership. New York: Free Press.***

Excerpts will be used from these and other texts:



***Keller, K. L. (2013). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson.***



***Aaker, D. A.. (1991). Managing Brand Equity. New York: Free Press.***

Cases and brief reading material will be licensed from Harvard Business Publishing under agreement with UDD.