UCL Université catholique de Louvain

LLSMS2003

2015-2016

Brand Management (in English)

5.0 credits	30.0 h	2q

Teacher(s) :	Schuiling Isabelle ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The course will cover in detail the brand management strategies available to the firm. We will analyse the tools that permit to evaluate the strengths of brands for the company and for the consumer. We will also cover the brand extension and co-branding strategies. We will also study the key topics of the brand development at an international level as well as the brand portfolio management. Many case studies in different business sectors will be prepared and discussed with the students.
Aims :	The objective of this course will be to learn what are the brand management strategies that are most effective to grow brands and strengthen their competitive advantage in the market. Brands will be analysed on a national and international perspective. It is essential today to master all the new marketing tools that lead to an optimal long term development the brands. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Content :	" Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Exercices/PT At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work
Other infos :	Prerequisites Basic Marketing Evaluation : Examination and case study Support : Textbook recommended and slides provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Internationalisation - international content - international case study Corporate features - case study
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GEST2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	