




5 crédits	30.0 h	Q2
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Enseignants	Schuiling Isabelle ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	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.
Acquis d'apprentissage	<p>1 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.</p> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: to be specified later - Every week - End of the 6 weeks • Type of evaluation: Group work - rapports - Written evaluation • Comments: <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: No • Written: No • Unavailability or comments: No <p>Examination session</p> <ul style="list-style-type: none"> • Oral: No • Written: 2 hours • Unavailability or comments: No
Contenu	" 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
Autres 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
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en ingénieur de gestion	INGE2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en ingénieur de gestion	INGM2M	5		