


5 credits	30.0 h	Q1
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Teacher(s)	Swaen Valérie ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The students will learn how to manage brands in today's digital environment. The students will first review the key models evaluating the brand equity from a consumer point of view. They will then understand how new consumers' behaviours can influence the way to manage brands. They will finally learn what are the key brand strategies that can be leveraged to create and develop strong brands, using all the new digital tools available.
Aims	<p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <p>KNOWLEDGE AND REASONING</p> <p>2.1 Master the core knowledge of each area of management.</p> <p>2.4 Activate and apply the acquired knowledge accordingly to solve a problem.</p> <p>A SCIENTIFIC AND SYSTEMATIC APPROACH</p> <p>3.4 Perceptively synthesize the essential elements of a situation, demontsrating a certain conceptual distance, to diagnose and identify pertinent conclusions.</p> <p>3.5 Produce, through analysis and diagnosis, implemantable solutions incontext and identify priorities for action.</p> <p>INNOVATION AND ENTREPRENEURSHIP</p> <p>4.1 Identify new opportunities, propose creative and useful ideas; insituations that require new strategic approaches, break with existing models and paradigms, promote progress and change.</p> <p>-----</p> <p><i>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".</i></p>
Evaluation methods	<p>Continuous assessment</p> <p>Group work to hand out week 6 of Q1P2 (18/12 - 22/12). Work done in coordination with LSMS2005</p> <p>Individual case study preparation during the six-week course</p> <p>Reading of scientific papers during the six-week course</p> <p>Examination in session</p> <p>June: Writing (3h)</p> <p>September: Written exam on the whole course material (3h)</p>
Teaching methods	Lectures, case studies, conferences , videos and a brand project linked to a real company problem.
Content	<ol style="list-style-type: none"> 1. Introduction to the key brand concepts and models 2. Key challenges to brand building in the digital world 3. Management of brands taking into account the new consumer trends 4. New tools and techniques to better engage consumers towards the brand 5. Brand building plans to grow the brand.
Bibliography	<p>Main support</p> <p>Kevin Lane Keller ' Strategic brand management, Pearson, 4th edition</p> <p>Additional references on the topic will be communicated later to the students</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Management	GEST2M	5		