



5 crédits	30.0 h	Q1
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Enseignants	Jupsin Thierry ;Swaen Valérie ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	1 basic marketing course
Thèmes abordés	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.
Acquis d'apprentissage	<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, demonstrating a certain conceptual distance, to diagnose and identify pertinent conclusions.</p> <p>3.5 Produce, through analysis and diagnosis, implementable solutions in context and identify priorities for action.</p> <p>1 INNOVATION AND ENTREPRENEURSHIP</p> <p>4.1 Identify new opportunities, propose creative and useful ideas; in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.</p> <p>At the end of the course, the students should be able to :</p> <ul style="list-style-type: none"> • Master all the concepts and models related to brand equity, brand identity and brand image • Understand how the digital environment affects the management of brands • Master all new marketing techniques that can help better engage the consumers towards the brands. (use of communities, Customized products, experiential marketing, content marketing etc). • Develop a complete marketing plan using on-line and off-line marketing tools to grow the brand <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 assessment</p> <p>Group projects to hand out during Q1P2 (14/12-21/12).</p> <p>Case study preparation during the four-week course.</p> <p>Examination in session</p> <p>January: Writing on the whole course material (50%), group projects (50%).</p> <p>If one of the two part of the evaluation process is not completed, students won't have respected the course requirement and will be given an "Absent" for the first and second session.</p> <p>September: Written or oral exam on the whole course material. Students <u>keep</u> the grade attributed for the group projects.</p>
Méthodes d'enseignement	Lectures, case studies, conferences
Contenu	<ol style="list-style-type: none"> 1. Introduction to the key brand concepts and models 2. Brands and brand management 3. Developing a brand strategy 4. Designing and implementing brand marketing programs 5. Growing and sustaining brand equity

Ressources en ligne	Download teaching slides and case studies via Moodle
Bibliographie	<ul style="list-style-type: none"> • Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd. <p>Main support Kevin Lane Keller ' Strategic brand management, Pearson, 4th edition Additional references on the topic will be communicated later to the students</p>
Autres infos	<p>Pre-requisites : Introduction to Marketing See detailed information on Moodle (LLSMS2021 – Managing Brand Equity, P. T. Jupsin)</p>
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [60] en sciences de gestion	GESM2M1	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		