llsms2021

2018

Managing Brand Equity

5 credits	30.0 h	Q1

Teacher(s)	Jupsin Thierry ;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	**During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'** **KNOWLEDGE AND REASONING** 2.1 Master the core knowledge of each area of management. 2.4 Activate and apply the acquired knowledge accordingly to solve a problem. **A SCIENTIFIC AND SYSTEMATIC APPROACH** 3.4 Perceptively synthesize the essential elements of a situation, demontsrating a certain conceptual distance, to diagnose and identify pertinent conclusions. 3.5 Produce, through analysis and diagnosis, implemantable solutions incontext and identify priorities for action. 1 **INNOVATION AND ENTREPRENEURSHIP** 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. **At the end of the course, the students should be able to :** • 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, experiental marketing, content marketing etc). • Develop a complete marketing plan using on-line and off-line marketing tools to grow the brand - - - - *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".*
Evaluation methods	**Continuous assessment** Group projects to hand out during Q1P2 (14/12-21/12). Case study preparation during the four-week course. **Examination in session** January: Writing on the whole course material (50%), group projects (50%). 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. September: Written or oral exam on the whole course material. Students keep the grade attributed for the group projects.
Teaching methods	Lectures, case studies, conferences
Content	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
Inline resources	Download teaching slides and case studies via Moodle

Bibliography	• Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd. **Main support** Kevin Lane Keller ' Strategic brand management, Pearson, 4th edition Additional references on the topic will be communicated later to the students
Other infos	Pre-requisites : Introduction to Marketing See detailed information on Moodle (LLSMS2021 – Managing Brand Equity, P. T. Jupsin)
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GESM2M1	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Management	GESM2M	5		🔍