




In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q2
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Teacher(s)	Schuiling Isabelle ;
Language :	English
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	<p>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>1</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><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>The course will be evaluated based on an exam (60%) and a teamwork assignment (40%)</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>It will be mainly focused on the discussion of new concepts, case discussions, articles and conference from key marketers. Active participation from students is expected.</p>
Content	<p>Brands are everywhere – Apple, Samsung, Google. They are part of people's life. Brands are not only important for consumers but also for companies. Brands have a major impact on company's success and are highly valued by investors. They have become a key strategic asset for them.</p> <p>In the current digital landscape, owning strong brands is still a competitive advantage. It is however more difficult to manage brands in this context in view of the proliferation of media, the new digital tools and different platforms used by consumers. Consumers have also become more demanding towards their brands and are more difficult to satisfy. A course of Brand management is therefore necessary to understand how to manage brands properly in this new environment.</p> <p>The objective of this course is to review the most advanced concepts in the brand management area, illustrated by many brand cases in different business sectors on a local and international scale.</p> <p>This should lead students to:</p> <ul style="list-style-type: none"> <li>• Have a comprehensive view of the latest concepts and theories related to brands</li> <li>• Learn to solve issues related to brand management in different sectors and at the local and international levels</li> <li>• Be able to develop a successful brand marketing plan using digital and traditional tools.</li> </ul> <p>More specifically, the concepts of brand identity, brand equity, consumer brand engagement and consumer brand experience will be reviewed. The key branding strategies such as brand extension and brand revitalisation will also be covered. We will then analyse the key questions related to brand portfolio management and brand architecture. Brands will be analysed in different business sectors such as Fast Moving Consumer Goods, Luxury and fashion.</p>
Bibliography	- Syllabus available at the DUC

Other infos	<p>There are 6 different modules:</p> <p><b>MODULE 1 - Key challenges of branding in today's digital landscape</b></p> <p><b>MODULE 2 - Creating a new brand and building strong brands</b></p> <p><b>MODULE 3 - Building brand architecture</b></p> <p><b>MODULE 4 - Extending the brand</b></p> <p><b>MODULE 5 - Managing the Brand portfolio</b></p> <p><b>MODULE 6 - Changing brand name and rejuvenating brands</b></p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] : Business Engineering	INGE2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		