UCLouvain

llsms2021

2019

Managing Brand Equity

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	Q1

Teacher(s)	Jupsin Thierry (compensates Swaen Valérie) ;Swaen Valérie ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	Building on the fundamental marketing concepts, this course will examine the specificities of operating a business in an international context. Globalization has first led companies to standardize their marketing strategies across countries. Yet, more recently, some of them have discovered the limits of an excessive standardization and are now developing global marketing that takes local specificities into account. The objectives of this course are to: 1. Examine how small and bigger companies develop marketing strategies on international markets. 2. Understand the importance of cultural differences when building a brand strategy in a globalized world.
Aims	1 **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 - Project management - Communication and interpersonal skills - Leadership and team work **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	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** **Continuous assessment** Group work to hand out during Q1P2 (25/11 – 9/12). Quiz on conference content. Case study preparation during the four-week course. **Examination in session** January: Writing on the whole course material (60%), group project (30%), and 4 quizzes (10%). *If one of the three part of the evaluation process is not completed, students do to respect 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 project and quizzes.
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Lectures, case studies, conferences , videos and a brand project linked to a real company problem.
Content	1. Building on the fundamental marketing concepts, this course will examine the specificities of operating a business in an international context. Globalization has first led companies to standardize their marketing strategies across countries. Yet, more recently, some of them have discoverd the limits of an excessive standardization and are now developing global marketing that considers local specificities. The objectives of this course are twofold: 2. Examine how small and bigger companies develop marketing strategies on international markets.

	3. Understand the importance of cultural differences when building a brand strategy in a globalized world.
Bibliography	• Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd. • *Kevin Lane Keller – Strategic brand management, Pearson, 4th edition* *Additional references on the topic will be communicated later to the students*
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		