




En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

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| 5 crédits | 30.0 h | Q1 |
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| Enseignants                                 | Jupsin Thierry (supplée Swaen Valérie) ;Swaen Valérie ;   |
| Langue d'enseignement                       | Anglais   |
| Lieu du cours                               | Louvain-la-Neuve  |
| Préalables                                  | 1 basic marketing course  |
| Thèmes abordés                              | <p>Do you want to understand what a brand is and how to build one?<br/>                 Are you interested to know why some companies are successful and why some fail?<br/>                 Are you ready to jump in the life of a Brand Manager?</p> <p>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' behaviors can influence brand management. They will finally learn key brand strategies that can be leveraged to create and develop strong brands, using all the new digital tools available.</p> <p>This will be achieved through lectures, conferences by professionals and brand challenges given by professionals</p>   |
| Acquis d'apprentissage                      | <p><b>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</b></p> <ul style="list-style-type: none"> <li>- Knowledge and reasoning</li> <li>- Project management</li> <li>- Communication and interpersonal skills</li> <li>- Leadership and team work</li> </ul> <p>1 <b>At the end of the course, the students should be able to :</b></p> <ul style="list-style-type: none"> <li>• Master all the concepts and models related to brand equity, brand identity and brand image</li> <li>• Understand how the digital environment affects the management of brands</li> <li>• 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).</li> <li>• Develop a complete marketing plan using on-line and off-line marketing tools to grow the brand</li> </ul> <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><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p><b>1. Continuous assessment (40%)</b><br/>                 Group work to hand out during Q1P2 (30%) and Quiz on conference content (10%).</p> <p><b>2. Examination in session (60%)</b><br/>                 January: Writing on the whole course material<br/> <i>If one part of the evaluation process is not completed, students won't have respected the course requirements and will get a 0 for the specific part.</i><br/>                 THEREFORE this is <b>compulsory</b>:</p> <ul style="list-style-type: none"> <li>• To attend the <b>conferences</b> and to answer the related <b>quizzes</b></li> <li>• To present <b>group projects</b></li> <li>• To attend the <b>individual exam</b></li> </ul> <p><b>Second session (August):</b><br/>                 If students fail the course in the first session, they will only be evaluated in the second session via an individual exam (written or oral exam). Students don't have the opportunity to represent the team work and quizzes in the second session, and keep the grade attributed for these parts in the first session.</p>                   |
| Méthodes d'enseignement                     | <p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b><br/>                 Lectures, case studies, conferences , videos and a brand project linked to a real company problem.</p>  |

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| <p>Contenu</p>                      | <p>The different topics that will be covered in this course are the following ones:</p> <ul style="list-style-type: none"> <li>• Brands and brand management</li> <li>• Developing a brand strategy</li> <li>• Designing and implementing brand marketing programs</li> <li>• Growing and sustaining brand equity</li> </ul> <p>Brands will be analyzed in different business sectors such as fast-moving consumer goods, luxury goods and fashion goods, on local and international markets.</p> <p>Several conferences will be organized with practitioners.</p> |
| <p>Bibliographie</p>                | <ul style="list-style-type: none"> <li>• Keller, K.L. (2013), <i>Strategic Brand Management: Building, Measuring and Managing Brand Equity</i>, 4th edition, Harlow: Pearson Education Ltd.</li> <li>• <i>Kevin Lane Keller – Strategic brand management, Pearson, 4th edition</i><br/><i>Additional references on the topic will be communicated later to the students</i></li> </ul>   |
| <p>Faculté ou entité en charge:</p> | <p>CLSM</p>  |

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