llsms2021

2021

Managing Brand Equity

5.00 credits	30.0 h	Q1

Teacher(s)	Jupsin Thierry (compensates Swaen Valérie) ;Swaen Valérie ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	1 basic marketing course
Main themes	Do you want to understand what a brand is and how to build one? Are you interested to know why some companies are successful and why some fail? Are you ready to jump in the life of a Brand Manager? 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. This will be achieved through lectures, conferences by professionals and brand challenges given by professionals
Learning outcomes	**At the end of this learning unit, the student is able to :** 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
Evaluation methods	**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	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	Learning outcomes
Master [60] in Management	GESM2M1	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Management	GESM2M	5		🔍
Master [120] in Communication	CORP2M	5		🔍