

5.00 credits

30.0 h

Q2

Teacher(s)	Jupsin Thierry ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	<ul style="list-style-type: none"> • This course is credited 5 ECTS. • It will be taught and evaluated in English. • A basic marketing course is a prerequisite.
Main themes	Brands are everywhere – Apple, Samsung, Google; they are part of people's life. Brands are not only important for consumers but also for companies. They have become a key strategic asset for companies. They have a major impact on a company's success and are highly valued by investors. In view of brand's importance in today's business development, specific brand management concepts and theories have been developed in the recent past.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p><i>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities :</i></p> <ul style="list-style-type: none"> • Action-orientation: implementing solutions in context based on analysis and diagnosis (skill 2.4) • Problem-solving orientation, through knowledge activation and application (skill 3.5) • Pragmatism and risk-evaluative mindset when developing and implementing new product/service idea (skill 4.2) • Leadership and team working (skill 6.1) <p>At the end of the course, the students should be able to :</p> <ul style="list-style-type: none"> • Develop, implement and evaluate brand marketing strategies; • Solve issues related to brand management in different sectors • Think and act like a real brand manager
Evaluation methods	<p>1. First session (June): The course will be evaluated based on a written exam (60%), on group projects (30%) and on 3 quizzes completed at the end of each conference (10%)</p> <p>After each conference, students will have 10 minutes to answer a series of questions on the conference subject. These questions will be available on Moodle for a specified time (i.e. the next 20 minutes after the conference is finished).</p> <p>NB: Student should thus consider taking a laptop or a smartphone that enable a stable connection to that purpose.</p> <p>The written exam will cover all the sessions. The objective of the exam is to evaluate the quality of the knowledge and critical perspectives with respect to the courses, conferences and cases.</p> <p><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></p> <p>Therefore, it is compulsory:</p> <ul style="list-style-type: none"> • To attend the individual exam • To attend the conferences and to answer the related quizzes • To present your group project <p>2. Second session (August): 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>
Teaching methods	The course focuses on different teaching methods including conferences and group presentations. Active participation is expected from students.
Content	<p>The different topics that will be covered in this course are the following ones:</p> <ul style="list-style-type: none"> • Brands and brand management • Developing a brand strategy • Designing and implementing brand marketing programs • Growing and sustaining brand equity

	<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>
Bibliography	<p>• Références bibliographiques recommandées, lectures conseillées :</p> <p>Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd.</p>
Other infos	<p>English understanding is a must as the course is given in English</p> <p>Given the intensive format of the course, the first group project will have to be presented in class. The group project accounts for 30% of the final grade.</p> <ol style="list-style-type: none"> 1. Students have to form 5-members groups on Moodle by Wednesday 24th November, 4pm. 2. Presentations are taking place on Friday 10th and 17th December (see schedule table at the end) 3. At the end of conferences 1 and 2, the groups that have to present two weeks after will be noticed. (ex: After conference 1 on November 26th, we will announce which groups have to present on December 10th). <p>!! Swapping weeks between students won't be allowed, whatever the reason.</p> <ol style="list-style-type: none"> 1. During the conference, the speaker will describe an issue will have to work on. 2. Assigned students have then two weeks to work on the issue and define a solution. 3. The day of their presentation, students have to upload on Moodle, by 8am: <ul style="list-style-type: none"> • Power point document: MAXIMUM 8 slides of presentation • Power Point document: in depth deck explaining your work (no slide limitations) 4. Each group has max. 10 minutes to present. <p>GUEST SPEAKERS :</p> <p>3 top business guest speakers (names to be confirmed) will give a conference about their business and their daily lifes as marketers. They will finish by giving a business challenge to the students (group project)</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GEST2M	5		