

Course number 11-12/FWPF1-2	Course name Brand Management		
Code BMT	Semester 2	Number of WSH 4	Module offered every academic year (summer semester)
Module coordinator Prof. Dr. Urban	Tuition type Seminar tuition		Module duration 1 Semester
Lecturer Prof. Dr. Urban	Type of course Elective module		Course language English

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

The aim of this course is for students to be able to understand, evaluate and apply brand management.

Subject skills

Students will gain in-depth knowledge of strategic brand management, starting from analysis through target and strategy development to implementation within a marketing mix context (3).

This will equip them with the skills needed for the practical application of brand management, from brand analysis to brand controlling (3).

Social skills

Students will understand the need for team work in the context of the work processes (2). They will acquire communication skills and be able to evaluate the performance of others in terms of professional and personal quality (3).

Method skills

Students can apply planning and decision-making methods (brand identity approaches, brand positioning models, change management process of behavioural branding, methods of CI and communication development) (3); they have the ability to present and argue their ideas with confidence on the basis of sound expertise and with the use of appropriate communication techniques (3).

<u>Personal skills</u>		
Students will be aware of the consequences of their planning and organisational decisions and can incorporate them in a personal value concept (3).		
Content		
<ul style="list-style-type: none"> • Brand-history aspects • Brand management - Terminological aspects • Brand identity • Brand positioning • Brand image • Behavioural branding • Corporate identity • Brand naming • Brand communication • Digital branding 		
Literature		
<u>Required reading</u>		
Lecture notes		
Aaker, D. A. (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name, New York: The Free Press		
<u>Recommended reading</u>		
Aaker, D. A. (1996), Building Strong Brands, New York: The Free Press		
Aaker, D. A. (2004), Brand Portfolio Strategy, New York: The Free Press		
Aaker, D. A.; Joachimsthaler, E. (2000), Brand Leadership, New York: The Free Press		
Kapferer, J.-N. (2008), The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term, 4th edition, London: Kogan Page		
Ingram, Thomas; LaForge, Raymond; Avila, Ramon; Schwepker Jr. Charles; Williams, Michael (2015): Sales Management – Analysis and Decision Making, 9th edition, Routledge Taylor and Francis Group, New York.		
Teaching and learning methods		
Seminar-style tuition (based on peer-to-peer learning) with exercises and case studies		
Interactive presentation by students using visual aids (Powerpoint and others) and intense presentation coaching by teacher		
Type of examination/Requirements for the award of credit points	Term paper (StA)	
Other information	Excursions, guest lectures	
ECTS Credits 5	Workload 150 hours Contact/attendance time: 60 h Additional work: 90 h	Weighting of the grade in the overall grade 1