

**Course Outline**

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**Department of Marketing, International Business, and  
Entrepreneurship  
School of Business and Economics**

**MKTG 4420-3  
Brand Management (3,0,0)**

**Calendar Description**

Students explore the issues and challenges commonly faced by brand managers. Topics include an introduction to brands and brand management, identifying and establishing brand positioning and values, planning and implementing brand marketing programs, measuring and interpreting brand equity, and growing and sustaining brand equity.

**Educational Objectives/Outcomes**

Upon completing this course, students will be able to:

1. Define brand state how brand differs from a product, and explain what brand equity is.
2. Explain how branding applies to virtually everything.
3. Outline the sources and outcomes of customer-based brand equity.
4. Identify the four components of brand positioning.
5. Describe the brand resonance and brand value chain.
6. Identify the different types of brand elements.
7. Summarize the reasons for the growth in private labels.
8. Explain the rationale for mixing and matching communication options.
9. Explain the process by which a brand can leverage secondary associations.
10. Outline the two steps in conducting a brand audit.
11. Define the key components of brand architecture.
12. Describe how a corporate brand is different from a product brand.
13. Explain the rationale behind cause marketing and green marketing.
14. Summarize how consumers evaluate brand extensions and how brand extensions contribute to parent brand equity.
15. Understand the important considerations in brand reinforcement.
16. Outline the various strategies to improve brand awareness and brand image.
17. Understand the rationale for developing a global brand.

**Prerequisites**

MKTG 2430 or MKTG 3430

**Co-requisites**

None

## **Texts/Materials**

Kevin Lane Keller, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson Prentice Hall.

## **Student Evaluation**

Term tests	20-50%
Quizzes	0-10%
Participation/attendance	0-10%
Case studies/research projects/assignments	20-40%
Major project/brand audit	20-40%
Final exam	25-40%

Midterm and final exams must not make up more than 70% of evaluation and group work must not make up more than 50%.

## **Course Topics**

1. Introduction to Brands and Brand Management
  - What is a brand?
  - Why do brands matter?
  - Branding challenges and opportunities
  - The brand equity concept
  - Strategic brand management process
2. Identifying and Establishing Brand Positioning and Values
  - Customer-based brand equity and brand positioning
    - Sources of brand equity
    - Identifying & establishing brand positioning
    - Defining a brand mantra
  - Brand resonance and the brand value chain
    - Building a strong brand: The four steps of brand building
    - The brand value chain
3. Planning and Implementing Brand Marketing Programs
  - Choosing brand elements to build brand equity
    - Criteria for choosing brand elements
    - Options and tactics for brand elements
  - Designing marketing programs to build brand equity
    - New perspective on marketing
    - Integrating marketing
    - Product strategy

- Pricing strategy
  - Channel strategy
  - Integrating marketing communications to build brand equity
    - The new media environment
    - Four major marketing communication options
    - Brand amplifiers
    - Developing IMC programs
  - Leveraging secondary brand associations to build brand equity
    - Conceptualizing the leveraging process
    - Country of origin and other geographic areas
    - Channels of distribution
    - Co-Branding
    - Licensing
    - Celebrity endorsement
    - Sporting, cultural, or other events
    - Third-party sources
4. Measuring and Interpreting Brand Performance
- Developing a brand equity measurement and management system
    - Conducting brand audits
    - Establishing a brand equity management system
    - Maximizing internal branding
5. Growing and Sustaining Brand Equity
- Introducing and naming new products and brand extensions
    - Advantages and disadvantages of extensions
    - Understanding how consumers evaluate brand extensions
    - Evaluating brand extension opportunities
  - Managing brands over time
    - Reinforcing brands
    - Revitalizing brands
    - Adjustments to the brand portfolio
  - Managing brands over geographic boundaries and market segments
    - Regional market segments
    - Other demographic and cultural segments
    - Rationale for going international
    - Advantages of global marketing programs
    - Disadvantages of global marketing programs
    - Global brand strategy
    - Standardization versus customization
    - Developing versus developed markets
    - Building global customer-based brand equity

### **Methods for Prior Learning Assessment and Recognition**

As per TRU policy

**Attendance Requirements – Include if different from TRU Policy**

As per TRU policy