

# MINOR INTERNATIONAL ADVERTISING

## COURSE: BRAND STRATEGY

STUDY LOAD & ECTS: study burden 140 hours; 5ECTS

### CONTENT

Discover what truly makes a strong brand strategy, why organizations need one, and how to start building it today.

Brands are everywhere. They are present in all aspects of our lives; economic, social, cultural, sporting etc. We do not drive a car but a brand of car. We do not drink a cola but a Coke or a Pepsi. How is it that a brand like Coca-Cola is so well known that people around the world instantly recognize and buy it? A big part of the answer can be found in its brand strategy.

As a result of brand strategy, people develop a particular feeling or opinion about a company—a feeling that drives their buying decisions. This feeling equates to brand equity. The stronger people feel about a brand, the stronger the brand equity. The concept of brand equity means that brands are recognized as part of a company's capital. Brands are intangible assets that produce added benefits for the business. Strategic brand management deals with the question as to how to create value with proper brand management.

During this course you will learn about the relevant aspects of brands, the components of a brand strategy, how to create value and how to grow a brand. In tutorials we will deal with purchasing motives, big brands versus small brands, competition between brands and how all this is related to effective brand management. You will learn and apply various views and theories on brand management and branding. You will test drive how to manage and grow a brand.

### COURSE GOAL AND LEARNING OBJECTIVES

The main course objective of this course is that the student will know how he/she can apply a strategy for a brand. The student will understand the concept of brand equity and will know how to create and sustain brand value. Desk research will be used to identify differences in the purchasing behaviour of consumers and these insights will be used to develop a brand strategy. Various theories and views on strategic brand management will be studied. Through various assignments students will understand how to create additional brand value.

The objective is to gain knowledge and insight into various aspects of brand strategy and brand management; e.g. brand architecture, brand hierarchy, customer journey touchpoints and how these elements and tools contribute to brand consolidation.

#### **course goals:**

At the end of the course the student will have gained:

Knowledge: Students will understand the scope of brand strategy. Which tools does a marketer have to manage a brand and create brand value and thus brand equity?

Skills: Students will be able to determine brand equity and develop strategies to create/increase brand value.

#### **learning objectives:**

During the course the student will work to achieve the following learning objectives:

## COURSE FACTSHEET

- Understanding various aspects of branding
- Understanding brand equity
- Application of knowledge and insight into successful creation of brand value

### ASSESSMENT

#### **Group Assignment: Brand Strategy portfolio -> 100% of final grade, minimum grade 5,5**

Students will work in project teams of 2 students on the Brand Strategy assignment. The assignment is to analyze and develop a brand strategy for a brand of choice. Weekly assignments will result in a portfolio that clearly demonstrates that students understand the various aspects of brand strategy and value creation, and how to apply these. Every week students have the opportunity to consult the lecturer during consultation hours on Tuesdays, Wednesdays or Thursdays. In week 4, week 5 and week 7, student teams will present the important insights and conclusions in class to gather valuable feedback from their fellow students that they can use to improve this component of their portfolio.