



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

BRAND EQUITY MANAGEMENT

Course Code:	BEM
Faculty :	Prof. Jose G. Miranda
Class:	MBA 2008
Sessions:	Third Trimester – 20 sessions

Course Objectives:

1. To define the scope, concepts and principles of Brand Equity Management.
2. To provide a conceptual approach and strategic framework for building and managing the equity of a brand:
 - Identify and analyze the foundations of brand equity
 - Provide principles and techniques on brand and customer value creation
 - Organize and establish systems for effective Brand Equity Management
3. To provide exposure to different market, brand, and competitive scenarios and environments that impact on effective brand equity building and management.
4. To build competency in the application of the principles and techniques for Brand Equity Management

Course Description

Brand Equity Management is the art and science of creating brand value for the customer, and thereby building a long-lasting relationship with the brand.

It requires taking a cohesive, integrated, and long-term view to building brand value; focusing on the key marketing strategies and techniques for reinforcing the distinctive positioning of the brand towards its target segments.

Building, reinforcing, and/or revitalizing brand equity involves innovative approaches to focusing on a key target segment(s), providing said target with a differentiated value or benefit, creatively delivering the value through the synergized elements of the Marketing mix and brand contacts, and evoking a cut-through persona or identity for the brand.

Learning Methodologies and Approaches

Readings and lectures / discussions on concepts and principles. Case presentations/discussions, Industry speakers on latest brand equity management scenarios. Film showings. Major group project.

Evaluation and Feedback Systems

1. Class Participation (65%): Heavy emphasis on applying Brand Equity Management principles and techniques in various case studies and marketing presentations.
2. Group Project Presentations and Written Report (35%): group project to focus on select concepts, to integrate learnings on the principles and conceptual framework of Brand Equity Management (naming, value target fit, positioning symbols and icons, personality, leveraging, communication, valuation, causes and alliances, organization and culture)

Suggested Books / References

1. Branding in Asia by Paul Temporal; Copyright 2000 John Wiley and Sons (Asia) Pte. Ltd.
2. Building Strong Brands by David Aaker; Copyright 1996 David A. Aaker
3. Supplementary readings

Sessions

1. **Topic:** Course Overview and Expectations
Reading: Understanding Brands
Exercise: Brands that Transcended Time
2. **Topic:** What is a Brand? What is Brand Equity?
Reading: Perspectives on Brand Equity
3. **Topic:** Brand Naming
Reading: Found in Translation
Lecture: Brand Naming Methodologies
Case / Presentation: AsiaMail.com: What's in a name?
4. **Topic:** Brand Value and Target Fit
Lecture: Segmentation and Brand Value
Case / Presentation: Madrid Club de Fritbol
5. **Topic:** Brand Positioning
Reading: Creating a Powerful Brand Position
Case / Presentation: Steinway & Sons: Buying a Legend (A)
6. **Topic:** Symbols and Icons
Lecture: Tangibles and Intangibles of Brands
Case / Presentation: Vans: Skating on Air
7. **Topic:** Brand Personality
Reading: Brand Personality

Case / Presentation: Café de Colombia

8. **Topic: Brand and Product Line**
Reading: The Logic of Product-Line Extensions
Case / Presentation: The Birth of the Swatch
9. **Topic: Brand and Pricing**
Reading: Mind Your Pricing Cues
Case / Presentation: Philip Morris: Marlboro Friday (A)
10. **Topic: Brand Communication**
Reading: Linking Advertising and Brand Value
Case / Presentation: BMW Films
11. **Topic: Alliances and Causes**
Reading: How Social Cause Marketing Affects Consumer Perceptions
Case / Presentation: Marketing New York City
12. **Topic: Integration**
Reading: How Global Brands Compete
Case / Presentation: Samsung: Redefining a Brand; Global Marketing Operations
13. **Reading: Identity Implementation**
Case / Presentation: UNICEF
- 14 – 15 **Topic: Brand Valuation**
Reading: Strategic Brand Valuation: A Cross-Functional Perspective
Guest Faculty Lecturer
Exercises: Brand Valuation Methodologies
16. **Topic: Brand Experience**
Industry Speaker
17. **Topic: Brand and the Electronic Media**
Industry Speaker
18. **Topic: Organization and Brand Culture**
Industry Speaker
- 19 – 20 **ACTIVITY: Group Project Presentations**