STRATEGIC BRAND MANAGEMENT: meaning, value and culture
Master course (ECTS: 7)

Lectured by:
Spier Peter, SKEMA Business School, France

Aims of the course:
Few would deny the importance of brands as valuable assets and a potential source of sustainable competitive advantage. Nestlé bought Rowntree (KitKat, After Eight…) for almost three times its stock market value and 26 times its earnings. This value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it ‘Products are created in the factory. Brands are created in the mind.’

Brands provide a short cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain life style, set of values or attitude. Brands can become objects of affection or desire: ‘Lovemarks’, even. Buying a brand is an integral part of an individual’s quest for identity and meaning. It could be argued that brands create value by providing consumers with content, a form of belief system and powerful stories that embody these beliefs and values.

Students will learn how companies manage ‘brand equity’ - clearly a major strategic issue - but also to reflect on how the use of different frameworks for understanding brands impacts the way they are managed.

This course provides a comprehensive introduction to strategic brand management, covering such areas as the building of brand equity, brand identity, brand extension, brand portfolios etc. in national, regional and global markets.

More than that, however, the course explores the importance of sense and meaning in the creation of value as well as the degree to which this is rooted in a specific cultural context. In doing so, it raises a number of important questions about the role of marketing and consumption in modern society.

As a result of this module, students will be able to:
- Knowledge and Understanding (subject specific)
  understand a broad range of issues related to branding, but also achieve a richer vision of how meaning and value are created
Cognitive skills
use a range conceptual frameworks and approaches to better understand how brands function

Key transferable skills
understand the implications of different theoretical approaches to branding and the management of intangibles and ‘meaning’ in marketing

Ethical and social understanding
understand the importance of values and ethics in the branding process

Course syllabus:
1. Introductory session – branding exercise. Brand basics. Case examples: Got Milk? + the re-branding of Uber and AirBnB
2. Brand overview - the brand, the product, the market... Understanding codes, discourses and the potential for renewal and disruption.
3. From function to emotion: More about brands and how we relate to them: reason, affect and decision-making. Brand personality, brand archetypes. Brand endorsement and meaning transfer.
4. Branding people and experience. Service and experiential branding. Case study: Starbucks – more than just a cup of coffee
6. A diamond is forever, beer is for men: the cultural rooting of brands. Case example: Levi’s denims
8. Brand placement, brand content, brand events

Bibliography:
- Tilde Heding et al. (2008), Brand management: research, theory and practice (Routledge)
- Douglas Holt (2004), How brands becomes icons (Harvard University Press)
- Douglas Holt (2012), Cultural strategy (Oxford University Press)
LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
8 - 26 July 2019

- Jean-Noel Kapferer (2012), New strategic brand management (Kogan Page)
- Kevin Keller (2012), Strategic brand management (Pearson)
- Chris Malone & Susan Fiske (2013), The human brand (John Wiley & Sons)

**Prerequisites:**
It is advisable for participants to have intermediate knowledge of marketing.

**Examination methods:**
Group assignment: 40%
Final exam (case study/short essay questions): 60%