

Course Descriptions Exchange 2013-2014

Course Title Brand Management
 Course Code EBC2062
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|
| 1 | 2-9-2013 | 25-10-2013 | X/E | | | X/E | |

Level Intermediate
 Coordinator Elisabeth Brüggem For more information: e.bruuggem@maastrichtuniversity.nl
 Language of instruction English

Goals Learning about key terms and models in the field of branding. To gain understanding of the fundamental links between brand management, consumer behavior, and Integrated Marketing Communication. To gain understanding of the role of brand management in marketing strategy. Ability to read intermediate level academic articles and apply their findings to specific branding challenges. To learn to interpret visible branding activities. Ability to develop a branding solution for a real-life brand management problem.

Description Brand Management studies how to build, maintain, and exploit a company's most valuable asset: its brands. While products are increasingly becoming more standardized, the only difference that remains is the brand label on them. But brands are no manna from heaven. It takes serious efforts to build a brand, and marketing communication is a major tool in achieving an outstanding brand. Starting from the brand equity concept, we study how brand equity is achieved. After a short look at measurement issues (how do you establish a brand's worth?) we turn to managerial issues: what can you do with your strong brand? No surprise that in all management stages, advertising plays an important role. More precisely, we discover that the concept of Integrated Marketing Communication is of crucial importance. This concept proposes to design and plan all communications in relation to company's strategic policies, in particular its branding strategy. The literature highlight specific topics in branding and blends academic insights with managerial studies. The final assignment is to design a Brand Management plan for a real-life branding problem. In this plan you integrate all topics that you have explored in the course. For bachelor students at Maastricht University, the course is part of the Marketing Major. But it can also be chosen as an elective and may therefore be interesting for students who plan to focus on another business area. For example, accounting students learn about the background of an important intangible asset. Strategy students dive into one particularly important strategic issue. Further the course is of interest to anyone who wants to learn more about the thrilling world of branding and advertising, which is around us anytime, anyplace, anywhere.

Literature A detailed literature list will be available on the Eleum site of the course

Prerequisites SBE students: International Marketing Management
 non-SBE students: at least one 6.5 ECTS marketing course at introductory level
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Attendance / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

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| Bachelor Economics and Business Economics Specialisation Economics and Management of Information | Free Electives |
| Bachelor Economics and Business Economics Specialisation International Business Economics | Major Marketing |
| Bachelor International Business | Business Electives |
| Bachelor International Business | Major Marketing |
| SBE Exchange Bachelor | Bachelor Courses |
| SBE Exchange Master | Bachelor Courses |
| SBE Non Degree Courses | Bachelor Courses |