Course Descriptions None 2013-2014

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

Period

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

Level	Intermediate
Coordinator	Elisabeth Brüggen For more information:e.bruggen@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

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