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| Teacher(s) | Jupsin Thierry ; |
| Language : | English |
| Place of the course | Louvain-la-Neuve |
| Prerequisites | basic marketing course |
| Main themes | <p>Do you want to understand what a brand is and how to build one?</p> <p>Are you interested to know why some companies are successful and why some fail?</p> <p>Are you ready to jump in the real life of a Brand Manager?</p> <p>The students will learn how to manage brands by living the life of a Brand Manager. The students will first review the key models evaluating the brand equity from a consumer point of view. They will then understand how new consumers' behaviors can influence brand management. They will finally learn key brand strategies that can be leveraged to create and develop strong brands.</p> <p>This will be achieved through lectures, conferences by business professionals and brand challenges given by professionals</p> |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • Knowledge and reasoning • Project management • Communication and interpersonal skills • Leadership and team work <p>At the end of the course, the students should be able to :</p> <p>1</p> <ul style="list-style-type: none"> • Identify and develop Brand Plans • Design and implement Brand Marketing programs • Measure and interpret Brand performance • Grow and sustain Brand Equity on a responsible way <p>This will enable them to have the needed knowledge and experience to start a potential Marketing professional experience.</p> |
| Evaluation methods | <p>Assessment : mix of continuous assessment and in session Exam</p> <ul style="list-style-type: none"> • continuous assessment : Group work to hand out during Q2P1(30%) • continuous assessment : 3 Quizzes on conferences content (10%) • Written exam in session in March (60%) <p>The course will be evaluated based on an individual exam (60%), on a group project (30%), and on 3 quizzes completed at the end of each conference (10%). If one part of the evaluation process is not completed, students won't have respected the course requirements and will get a 0 for the specific part. Note that to be able to fulfil the quiz requirement, you will need to do all the 3 quizzes in class.</p> <p>Therefore, it is compulsory:</p> <ul style="list-style-type: none"> • To attend all the conferences in class and to answer their related quizzes • To present your group project in class • To attend the individual written exam <p>Second session (August): If students fail the course in the first session, they will only be evaluated in the second session via an individual exam (written or oral exam). Students don't have the opportunity to represent the group project and quizzes in the second session, and <u>keep</u> the grade attributed for these parts in the first session.</p> |
| Teaching methods | Lectures, case studies, conferences via guest speakers, videos and a brand project linked to a real company problem. Everything will be done in presential |
| Content | <p>The different topics that will be covered in this course are the following ones:</p> <ul style="list-style-type: none"> • Brands and brand management |

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| | <ul style="list-style-type: none"> • Developing a brand strategy • Designing and implementing brand marketing programs • Growing and sustaining brand equity <p>Brands will be analyzed in different business sectors, on local and international markets. Several conferences will be organized with business professionals..</p> |
| Inline resources | None |
| Bibliography | <p>Advised bibliography : Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd.</p> |
| Other infos | <p>English understanding is a must as the course is given in English</p> <p>GUEST SPEAKERS : 3 top business guest speakers (names to be confirmed) will give a conference about their business and their daily lives as marketers. The 2 first will finish by giving a business challenge to the students (group project)</p> |
| Faculty or entity in charge | CLSM |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Management | GEST2M | 5 | |  |