
BRAND MANAGEMENT in Spring 2021 (BA5042)

Course Code	BA5042	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G-2A04
Class Schedule	F: 13:45-15:05 in G-L21	Office Hours	By Appointment
Credits	2	Email	eodonkor@aup.edu
Semester	Spring 2021	Office Tel. Ext.	642

Course Description

This course examines branding decisions and tactics used in strategic decision making.

We begin with an overview of social-cultural meaning of brands, then move on to studying how brands are built. We'll continue with an analysis of how brands are managed and finish with an examination of the current and ongoing issues and challenges facing brands. The objective is to acquire a better understanding of concerns related to branding a product, a person or a place, understand the challenges involved and the strategies available to address these issues and overcome the challenges.

We'll use basic marketing concepts and principles to assist students to acquire valuable knowledge and skills for effectively positioning and managing a brand. At the end of the course students should be equipped with tools for strategic decision-making that will lead to achieving and sustaining competitive advantages in the marketplace.

I believe marketing and management are best understood by doing, thus this course is highly participative. Roughly 25% of class time focuses on traditional lectures with the balance of class time devoted to activities, discussions and presentations. You will learn from your fellow students as much as from lectures and outside reading. Course lectures will focus on the theoretical underpinnings of brand management.

You will get as much out of the course as you put into it, so please be prepared to work hard as there is no sustainable shortcut for success, either in life or in this course! *Please note that the course plan may change since I'm hoping to include two company visits to the program.*

Course Learning Outcomes

Identify and establish brand positioning and values to build customer-based brand equity in a variety of global and regional contexts.

Plan and implement branding programs through integrated marketing communications and brand associations to build brand equity.

Critically evaluate and assess how brand management systems and frameworks maintain consistent customer perceptions and enhance market performance through sources and outcomes of brand equity.

Design specific strategies that focus around extending, revitalizing and reinforcing existing brands to retain brand resonance (i.e. loyalty, attachment, community and engagement)

General Education

Course Outline

CLASS SESSION	TOPIC	Articles and Cases to read
September 6	Introduction	
September 13	The Sociocultural Meaning of Brands	Read: Chapter 1 (text book)
September 20	The Sociocultural Meaning of Brands	Read: • Chapter 2 (text book) • Inside the Invisible Scent Branding Homework: Pick a brand of your choice and explain its cultural meaning through and explain its cultural meaning. Post your response on Blackboard keeping and bring a printout
September 27	Symbolic Meaning of Brands	Read: • Chapter 3 & 4 (text book) • Tailoring Your Brand Homework: Using the same assignment (Sept. 13), think about the symbolic meaning of your brand and why you believe so (include evidence). Post your response on Blackboard keeping and bring a printout

October 4	Exam 1	Read: • The Ultimate Mark Review and master all th in the assigned readings 1st day of class, includin today's class. The exam multiple choice.
October 11	Brand Equity and Communication	Read: • Chapter 5 & 6 (tex • A Better Way to M
October 18	Measuring Brand Performance	Read: • Chapter 7 (text bo • Branding Logic bel Alphabet.
October 25	Managing Brands	Read: • Chapter 8 (text bo • Case: Longchamp Homework: Using the sam assignment (Sept. 13), thi how the brand is manage Blackboard for record kee copy to class.
November 8	Exam 2	Review and master all th in the assigned readings Exam 1, including article class. The exam will be in choice.
November 15	Managing Brands	Read: • Chapter 9 (text bo • Will Social Media k • Homework Case: instructions on pag
November 20 to 26	No Class	Read:

Ghana Study Tour		• Chapter 10 (text b
No Class		Work on your final assignm
November 29	Presentation of Final Assignments People as Brand Touchpoints	Read: • Strategic Personal Pays-off
December 6	Review	Read: • Chapter 12 (text b • What Does Your C for?
December ?? Exam 3 Check the final exam date set for this class	Please review all the lectures, articles and cases. The exam will be in th Be sure to check the exam time and room before the exam date and the	

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Homework, classwork and projects

There will be no make-up work (class work) in this class.

Late assignments will receive 10 points less than the lowest grade received on the assignment.

Final Exam

Homework, classwork and projects

There will be no make-up work (class work) in this class.

Late assignments will receive 10 points less than the lowest grade received on the assignment.

Final Exam

The final exam (exam 3) will cover everything that we've covered since exam 2 and in the form of multiple choice questions.

GRADING:

Individual work.....	90%
Attendance & Participation (including hmwk and project)....	30%
3 Exams (each worth 20%).....	60%
Group Wokr.....	10%

Other

Participation score: will be based on attendance and participation in class discussions and in-class activities. This score is based on the quality of the students' contribution not the quantity of it. High scores will be awarded to students who consistently demonstrate that they have read (or watched) and thought through the required assigned materials.