

---

## BRANDING PRACTICUM in Fall 2020 (CM5066)

|                       |                         |                         |                      |
|-----------------------|-------------------------|-------------------------|----------------------|
| <b>Course Code</b>    | CM5066                  | <b>Professor(s)</b>     | Michael Behnke       |
| <b>Prerequisites</b>  | None                    | <b>Office Number</b>    | G-401                |
| <b>Class Schedule</b> | W: 09:00-12:25 in C-102 | <b>Office Hours</b>     | By email appointment |
| <b>Credits</b>        | 4                       | <b>Email</b>            | mbehnke@aup.edu      |
| <b>Semester</b>       | Fall 2020               | <b>Office Tel. Ext.</b> | N/A                  |

## Course Description

---

Brands, their creation, their identity and their management derive from a set of disciplines and principles that have been developed over the past 60 years. These disciplines are the architectural underpinnings for successful branding and they apply equally across categories of products and services and geographically across countries. Students will acquire essential knowledge on how to build and manage a brand. At the cross-roads between branding and marketing, this course teaches branding in the context of operational marketing action. Furthermore, the Branding Practicum will instruct students in these disciplines and principles and ask students to apply them to the creation of a new international brand in a category of their choice. Students will analyse a chosen category, create a new brand proposition for it, develop the branding identity for the new brand including name, logo, selling proposition and more. They will also create a global marketing strategy for the brand. Using a large number of brand cases and illustrations such as Apple, Nike, Nespresso, Dove, Milka, Tag Heuer, Oreo, Harley Davidson and many others, this course will develop students' capacity to analyze, decode and apply global brand building strategies, using the key tools and methodologies from the world of branding.

## Course Learning Outcomes

---

---

Develop relevant insights, smart strategies and channel neutral ideas  
Master the power of social purpose for commercial and social gain  
Develop activation plans/proposals that involve and motivate consumers and other stakeholders  
Apply process to help achieve communications and business goals

## General Education

---

[PLEASE REMOVE THIS SECTION IF THE COURSE DOES NOT FULFILL ANY GLACC REQUIREMENT]

### GLACC

The Global Liberal Arts Core Curriculum (GLACC) degree requirements include the following categories of courses:

- Integrative Inquiry (coded CCI)
- Experiential learning (coded CCX)
- Research, Interpretation, and Writing (coded CCE)
- Digital Literacy and Communication (coded CCD)
- Disciplinary Research Methods and Writing (coded CCR)
- Quantitative Reasoning (coded CCM)
- Experimental Reasoning Course with Lab (coded CCS)
- Expression Française (coded FR)
- AUP Capstone (coded CCC)

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

## Course Outline

---

### OUTLINE CM4048 MARKETING STRATEGY FOR BRAND DEVELOPMENT FALL 2020

#### CLASS PLANNING

**Sep. 23** - Introduction to the course: reasons and benefits for strong brands, importance of competitive strategy for brand development. Successful brand cases and reasons for it. Scope and format of the practicum project. Home assignment (all are practicum project related).

---

**Sep. 30** - Student assignment presentations & project review – Principles of competitive market & brand analysis. Market mapping tools. Home assignment.

**Oct. 7** - Student assignment presentations & project review. Principles of brand strategy and the brand development pathway & building blocks. Brand positioning methods & tools. Home assignment.

**Oct. 14** - Student assignment presentations & project review. Key brand positioning tools. Home assignment.

**Oct. 21** - Student assignment presentations & project review. Key brand positioning tools. Preparation for the mid-term project review. Assignment mid-term review

**Oct. 28** - Mid-term project review presentations (ppt)

**Nov. 4** - Brand positioning statement & its development. Home assignment.

**Nov. 11 - Fall Break**

**Nov. 18** - Student assignment presentations & project review. Brand ID development. Brand systems, brand architecture and portfolio management. Home assignment

**Nov. 25** - Student assignment presentations & project review. Market & consumer research tools and methodologies (quantitative/qualitative), the value of consumer insights. Home assignment.

**Dec. 2** - Student assignment presentations & project review. Introduction to Integrated Marketing Communications (IMC) and go-to-market strategies. Case study. Home assignment.

**Dec. 9** - Student assignment presentations & project review. Successful go-to-market strategies (Nespresso & Healthy Choice Case as illustrations for competitive strategies. Briefing final exams. Shared project Q&A session.

**Dec. 16 - Final Exams** – Brand Practicum Final Project Presentations (ppt)  
Please note: the exact sequencing of course content may vary according to speed of progress in class and Covid-19 regulations, which might evolve during the semester.

## Textbooks

---

This course doesn't have any textbook.

---

## Attendance Policy

---

### **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.

### **Covid-19 temporary amendments:**

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

### **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 STUDENTS:**

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.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses.

## Grading Policy

---

**ATTENDANCE: Active participation of students is central to success in this class. Attendance will follow AUP guidelines.**

**GRADING:**

Classroom participation: 20%

Case exercises and analysis: 20%

Mid term team presentations 25%

**Final** - New Business Pitch 35%

The mid-term presentations will require students to analyze a brand repositioning case using techniques and tools learned in class. The exercise will cover such disciplines as research, target definition, competitive analysis, development of a positioning statement and the argued outline of the new go-to-market strategy. The Final will include a real-life business case of a struggling brand that needs a well thought out integrated marketing strategy to survive in a hostile market environment.

---

## Other

---

### **LEARNING OBJECTIVES:**

1. Understand the principles of how strong brands are built
2. Successfully apply these principles into the building of new brand with international potential
3. Understand and use key brand positioning tools and methodologies
4. Understand key research techniques
5. Brand portfolio management
6. Understand the principles of IMC (Integrated Marketing Communications)
7. Principles of successful go-to-market strategies/competitive strategy to actually launch a brand
8. Understand how to articulate and present in a captive and persuasive manner, including the use of information technology

Ad 1. Understand the principles of how strong brands are built. Competitive market analysis and strategic interpretation of competitive marketing strategies. Development of brand positioning statements and their operational application into the marketing mix. Students will also acquire knowledge of key branding tools used throughout the brand positioning process.

Ad 2. Students will use the brand building principles and apply them to the creation of their own int'l brand (Teams of 2)

Ad 3. Students will learn how to use key brand positioning tools such as competitive market mapping, brand laddering, Brand Key model, brand essence work and writing of powerful positioning statements.

Ad 4. Students will learn about key research methods most frequently used in the brand building and brand management exercise.

Ad 5. Brand portfolio management. Benefits and techniques of strategic brand architectures and brand stretching into new market segments.

Ad 6. Integrated marketing communications.

Understanding of how integrated approaches to marketing & communication strategy.

Ad 7. The course uses numerous brand cases (Nespresso, Toyota, Healthy Choice, Milka, Apple, Evian, Nike, Tag Heuer, The North Face, etc.) to illustrate successful go-to-market strategies in global branding. Students will learn about the fundamentals of launching a new brand.

---

Ad 8. Understand how to articulate and present in a captive and persuasive manner, including the use of information technology. Learn how to structure, format and animate effective power point presentations using text, animations, images and video to captivate and persuade an audience.