
MARKETING STRATEGIES FOR BRAND DVLPMT in Fall 2018 (CM4048)

Course Code	CM4048	Professor(s)	Michael Behnke
Prerequisites	None	Office Number	+33.1.40.62.0826
Class Schedule	W: 09:00-11:55 in G-207	Office Hours	Wednesdays prior or after class in the respective class rooms
Credits	4	Email	mbehnke@aup.edu
Semester	Fall 2018	Office Tel. Ext.	+33.1.40.62.0826

Course Description

Students will learn the most relevant techniques to analyze and build strong brands. Focus will be placed on market competitive analysis, brand strategy and brand positioning techniques and their respective working tools as well as multiple go-to market approaches. The course will also teach students key insights into competitive strategy, i.e. how to introduce brands into highly competitive market environments. Using a high number of brand cases and illustrations such as Apple, Nespresso, Dove, Milka, Tag Heuer and others, this course will develop students' capacity to analyze, decode and apply global brand and communication strategies (IMC) using the tools with which strong brands are build.

Course Learning Outcomes

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

Principles of successful go-to-market and competitive strategies. Presentations and student exercises on successful brand development cases (Nespresso, Toyota, US Cola War, Healthy Choice, Milka, Apple, Evian, Nike, Tag Heuer ... and many others).

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

Integrated marketing communications. Understanding of how integrated approaches to marketing & communication strategy work. Brand case team exercises.

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

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

The consumer journey and its effects on purchasing behavior leads to a new form of retail

strategy. Multi channel/multi media – students will learn about the new shopper and how to effectively target him/her in a fully connected world. If time permits: outlook into the third industrial revolution on its implication on business in the 21st Century.

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.

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the MODELING THE WORLD requirement and as such has the following learning outcomes:

1. Understanding consumer behavior and what motivates it
2. Influencing consumer behavior via powerful messaging and communications (although the course relies primarily on brand cases, learnings can be easily applied to broader societal issues and corporate branding challenges)

Course Outline

Sep 12 - Introduction to the course: reasons and benefits for strong brands, importance of competitive strategy for brand development. Home assignment.

Sep 19 - Student assignment presentations – brand positioning analysis. Principles of brand strategy. Brand development pathway. Home assignment.

Sep 26 - Brand building blocks. Home assignment competitive market analysis.

Oct 3 - Student assignment presentations. Brand positioning and competitive strategy. Methods & tools. Home assignment.

Oct 10 - Student assignment presentations. Competitive market analysis and market mapping. Home assignment. Case study mid-term assignment (team exercise).

Oct 17 - Brand Strategy statement development. Home assignment.

Oct 24 - Mid-term team presentations (ppt)

Oct 31- Nov 4 - Fall Break

Nov 7 - Brand systems, brand architecture and portfolio management. Home assignment

Nov 14 - Student assignment presentations. Market & consumer research tools and methodologies (quantitative/qualitative), the value of consumer insights. Home assignment.

Nov 21- Introduction to Integrated Marketing Communications (IMC) and go-to-market strategies. Case study. Home assignment.

Nov 28 - Student assignment presentations. Nespresso Case analysis and key factors for the brand's path to growth. Assignment final exam case assignment.

Dec 5 - Student assignment presentations. Home assignment (case analysis). Shopper Marketing & the importance of the "Customer Journey"

Dec 12 - "The market of one", implications of Big Data, 21st century marketing paradigm shift, Introduction to Shopper Marketing and its implications to tomorrow's retail environment.

Dec 19 - Final Exams – Team Presentations (ppt) - **8.30 am**

Please note: the exact sequencing of course content may vary according to speed of progress in class

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

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 a well structured and argued outline of a 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.

Both, mid-term and final exams are team assignments and require a presentation format.

Other
