
MARKETING STRATEGIES FOR BRAND DVLPMT in Fall 2019 (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 SD-4	Office Hours	Wednesdays prior or after class in the respective class rooms
Credits	4	Email	mbehnke@aup.edu
Semester	Fall 2019	Office Tel. Ext.	826

Course Description

Students will acquire essential knowledge on how to analyze competitive market environments, how to identify consumer insights, how to develop relevant and differentiated brand positionings and how to successfully take brands to their respective market segment. At the cross-roads between branding and marketing, this course teaches branding and marketing action as the two complementary functions that's these two disciplines truly represent. Particular focus will be placed on market competitive analysis, brand strategy and brand positioning techniques and their respective working tools as well as on multiple "go-to market" approaches, using marketing theory and essential learnings from many real-life cases. 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, 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 and communication strategies (IMC), using the key tools and methods 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. Learning and understanding the principles of effective mass communication in traditional and digital media
2. Developing skills for message focus and clarity
3. Understanding the role and benefits of communication effectiveness measurement tools

Course Outline

Sept 04 - Introduction to the course: reasons and benefits for strong brands, importance of competitive strategy for brand development. Home assignment.

Sept 11- Student assignment presentations – brand positioning analysis. Principles of brand strategy. Brand development pathway. Home assignment.

Sept 18 - Brand building blocks. Home assignment competitive market analysis.

Sept 25 - Student assignment presentations. Brand positioning and competitive strategy. Methods & tools. Home assignment.

Oct 02 - Student assignment presentations. Competitive market analysis and market mapping. Home assignment. Case study mid-term assignment (team exercise).

Oct 09 - Brand Strategy statement development. Home assignment.

Oct 16 - Mid-term team presentations (ppt) Spring Break

Oct 23 - Brand systems, brand architecture and portfolio management. Home assignment

Oct 30 - Fall Break

Nov 06 - Student assignment presentations. Market & consumer research tools and methodologies (quantitative/qualitative), the value of consumer insights. Home assignment.

Nov 13 - Introduction to Integrated Marketing Communications (IMC) and go-to-market strategies. Case study. Home assignment.

Nov 20 - Student assignment presentations. Nespresso Case analysis and key factors for the brand's path to growth. Assignment final exam case assignment.

Nov 28 - Student assignment presentations. Home assignment (case analysis). Shopper Marketing & the importance of the "Customer Journey". Final exam case assignment.

Dec 4 - "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 11 - Reading period

Dec 18 - Final Exams – Team Presentations (ppt) - **timing tbd**

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%

Home exercises and analysis: 20%

Mid term team presentations: 25%

Class 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.

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

Other
