
MARKETING STRATEGIES FOR BRAND DVLPMT in Spring 2021 (CM4048)

Course Code	CM4048	Professor(s)	Michael Behnke
Prerequisites	None	Office Number	G-4th floor
Class Schedule	W: 09:00-11:55 in C-102	Office Hours	Appointment by email
Credits	4	Email	mbehnke@aup.edu
Semester	Spring 2021	Office Tel. Ext.	N/A

Course Description

COURSE DESCRIPTION: Students will acquire essential knowledge on how to build and manage brands. At the cross-roads between branding and marketing, this course teaches branding and marketing action as the two complementary functions that these two disciplines truly represent. Particular focus will be placed on market competitive analysis, consumer insight development, brand strategy and brand positioning techniques and their respective working tools. Using marketing theory and essential learnings from many real-life cases, this course will also teach students key insights into competitive strategy, i.e. how to introduce brands into highly competitive market environments. 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 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

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

Ad 3. Students will learn about key research methods most frequently used in the brand building and brand management exercise.

Ad 4. 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)

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 work.
Brand case team exercises.

Ad 7. 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

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

Course Outline

OUTLINE CM4048
SPRING 2021

MARKETING STRATEGY FOR BRAND DEVELOPMENT

CLASS PLANNING

Jan 20 Introduction to the course: reasons and benefits for strong brands, importance of competitive strategy for brand development. Home assignment.

Jan 27	Student assignment presentations – brand positioning analysis. Principles of brand strategy. Brand development pathway. Home assignment.
Feb 3	Brand building blocks. Home assignment competitive market analysis.
Feb 10	Mini Break
Feb 17	Student assignment presentations. Brand positioning and competitive strategy. Methods & tools. Home assignment.
Feb 24	Mini Break
Mar 3	Student assignment presentations. Competitive market analysis and market mapping. Home assignment. Case study mid-term assignment (team exercise).
Mar 10	Brand Strategy statement development. Home assignment.
Mar 17	Mid-term team presentations (ppt)
Mar 24	Brand systems, brand architecture and portfolio management. Home assignment
Mar 31	Student assignment presentations. Market & consumer research tools and methodologies (quantitative/qualitative), the value of consumer insights. Home assignment.

Apr 7 Introduction to Integrated Marketing Communications (IMC) and go-to-market strategies. Case study. Home assignment.

Apr 14 Student assignment presentations. Nespresso Case analysis and key factors for the brand's path to growth.

Apr 21 Student assignment presentations. Home assignment (case analysis). Shopper Marketing & the importance of the "Customer Journey" Assignment final exam case assignment.

Apr 28 "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.

May 5 Final Exams – Team Presentations (ppt)

Please note: the exact sequencing of course content may vary according to

Textbooks

This course doesn't have any textbook.

Attendance Policy

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

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and should contact their professors to explain the situation. It is the student's responsibility to be aware of any policy that a faculty member might have set in the course syllabus. The French Department, for example, has an attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for 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. During the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances arise, such as when students are placed under quarantine by the French authorities or by their doctor, or when students are advised to stay home due to 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 expectations 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 STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Excessive absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student who has made excessive 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 Spring and Summer 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 reading and formal written and oral presentations in English, and AUP students are expected to strive to achieve proficiency in English in all domains as part of their course work. To that end, professors include English proficiency among the criteria for evaluation, often referring students to the university Writing Lab where they may obtain help on specific assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

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
