

## Course form to fill in (2019-2020)

### Course title:

Brand Management

### Staff responsible for the course:

Trish Rubin

### Lecturers:

First Name + Name  
Trish Rubin

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

- Understand Brand as a concept and strategy that goes from INDIVIDUAL to CORPORATE brand
- Develop an appreciation for the role of brand managers
- Learn the current strategies behind managing a brand in today's Digital and Social world
- Employ a management model on a team for a real brand that goes from BRAND AWARENESS to INSISTENCE using the framework of the 4C's: CONTEXT, CUSTOMERS, COMPETITION, and CAPABILITY.

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Understand Brand through business or personal experience and have a basic understanding of human behavior and/or management. A collaborative spirit is essential!

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

This course will bring you an understanding of what Brand is--and isn't --and how to explore the evolving world of Brand Management. You will gain an appreciation for the job of a Brand Manager who delivers a brand to you and your fellow consumers of today. You will leave having played the role of a brand manager in several ways and you will be able to audit and observe a real brand being managed in action. it will change the way you view your own experience with brands. The course understandings can be used for your personal professional brand development and as a tool to differentiate yourself in the job market as an industry professional.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	4	
- <i>Interactive Course</i>	12	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>	1	
- <i>Webinars</i>	1	
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>	1	
- <i>Research</i>	1	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>	2	
<b>Total working time for the student</b>	<b>32</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☒ Case Study
- ☒ E-Learning and/or Self-learning
- ☒ Interactive courses
- ☒ Presentations
- ☒ Projects
- ☒ Research
- ☐ Seminars
- ☐ Tutorials
- ☐ Visits

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

Assessment is continuous through individual, small group, and partner activities in-class and through projects and presentations. Feedback is given through in class assessment and meetings and through connection of group on a Whats App Group.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			30
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			20
	Group Project			30
	Individual Project			20
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

**Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):**

##### **Class books :**

VanAuken, B. Brand Aid, American Management Association. 2015 Intro & Chapters 1-2 Using Amazon site preview.

<https://www.brandingstrategyinsider.com/2018/12/30-must-read-articles-on-brand-management.html#.XadYX-dKhOt>

##### **Reviews :**

Blur & Blend Marketing Podcast  
Akimbo Marketing Podcast

Kantar Marketing Podcast Marketer and Machine Podcast

**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

Name of the Website	URL