

Course form to fill in (2021-2022)

Course title:

Brand Strategy

Staff responsible for the course:

Farah Arkadan

Lecturers:

Farah Arkadan

1) **COURSE PRESENTATION**

Aims:

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

1. Understand and discuss what is a brand and the importance of branding
2. Understand and discuss the concept of brand equity
3. Understand how to manage brands over time, geographies, and market segments
4. Understand the role and risks of licensing and how it can be used as part of a brand strategy
5. Develop and present a sound branding strategy, including targeted brand positioning and marketing and communication initiatives.

Prerequisites:

There are no prerequisites for this course but a basic understanding of marketing concepts would be useful.

Course contents:

A brand is one of the most powerful tools an organization has to compete. More than ever, increasing competition and resulting margin pressure require skillful brand management, defining the way consumers identify and connect with a brand. Organizations strive to develop clearly defined, aspirational and trusted brands for effective competitive differentiation. Such brands can be one of the most valuable assets they have, particularly in a sea of “me too” products otherwise competing merely on price.

In this course, students will learn a crucial competence for marketers: brand strategy. In simple terms, the act of differentiating a brand in the mind of the consumer in relation to competitor brands based on important attributes and benefits that the brand offers. Students will become acquainted with frameworks, concepts and tools that highlight the importance of customer perceptions in bringing brands to life and building brand equity. To apply key concepts learned, students will have the opportunity to visit and learn about French brands and design a brand strategy that is deeply entrenched in French culture and heritage.

2) **WORKING LOAD**

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	8	
- <i>Interactive Course</i>	8	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	2	
- <i>E-learning</i>		
- <i>Research</i>	3	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	6	
- <i>Individual Projects</i>		
- <i>Personal work</i>		
Total working time for the student	27	

3) EDUCATIONAL METHODS

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

4) ASSESSMENT

Assessment is through participation in a number of group in-class exercises, field trips, and a final project presentation. Project quality will be evaluated in terms of completion, understanding of key concepts, depth of thinking, and overall creativity.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment			
	Mid-term exam			
	Participation			
	Oral presentation		1	20
	MCQ			
Final exam	Oral final exam			
	Written final exam			
Others	Case study			
	Group Project		1	30
	Individual Project			
	Written assignment			
	Exercises		4-5	50
Total				100%

5) RECOMMENDED READING

Name of books / Name of reviews:

Reviews :
Three Questions You Need to Ask About Your Brand - Harvard Business Review - 2002
The Brand Report Card - Harvard Business Review – 1999
Burberry Bets on New Branding to Boost Sales – Business of Fashion - 2019
Why Branding Matters Now More Than Ever - Business of Fashion - 2020