Course form to fill in (STP 2026)

Course title:

BRAND MANAGEMENT

Staff responsible for the course:

Jean Baptiste LION PINSON

Lecturers:

Gwarlann de KERVILER

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:
- Develop an appreciation for the role of a brand manager
- Understand Brand Identity, Positioning and Image
- Learn the current strategies behind managing a brand in today's Digital and Social world
- Manage brand extensions and alliances

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 and a strong sense of curiosity 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 and a better understanding of how you react to brands as consumers. You will work on cases to apply the knowledge on a real brand. 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
Effective presence		
- Magistral Course		
- Interactive Course	16	+ 4h of corporate sessions
- Tutorials		
- Coaching		
Training from a distance		
- Video-conferences		
- Webinars		
Self-learning		
- Books 'readings		
- E-learning		
- Research	10	
Outdoors-training		
- In firms		
- Internship		
Personal work		
- Group Projects	10	
- Individual Projects		
- Personal work	4	
Total working time for the student	**44**	

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).

Case studies and group projects will receive timely feedbacks for improvement

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			20
	MCQ			
Final exam	Oral final exam/Presentation (ORAL)			50
	Written final exam (ENDT)			
Others	Case study (CASE)			
	Group Project (GPROJ)			30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				**100%**

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 :

Reviews :
Cases & Readings:
Readings = *Understanding Brands, Module Note By: Anat Keinan, Jill Avery* Cases = *Stay True to Our Roots or Extend the Brand? By: Anuja Shukla, Anubhav Mishra + Air India: Positioning for Success? By: Prashant Salwan, Shailesh Pandey + Can an Old Brand Find New Life? By: Ashita Aggarwal*

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
	https://www.brandingstrategyinsider.com/2018/12/30-must-read-articles-on-brand-management.html#.XadYX-dKh0t
	www.sparksandhoney.com