

2019.HS

Module Name: Brand Management			
Module Code	w.BA.XX.2BM-IM.XX		
Module Description	Students internalize the idea of brands as intangible assets transcending single products, services, and companies. They understand how strategic brand management depends on a clear and concise brand identity and have gained knowledge of 12 brand archetypes as a way to conceptualize brand identity. Students can make an argument for long-term brand development, based on their understanding of the importance of consistency in brand management. They acquire an array of basic models, frameworks, and aspects of strategic brand management, directed both towards internal and external stakeholders. To pass this module, you are given two assignments (both contributing equally to your final grade). Please note that the following requirements are non-negotiable. 1. Group assignment: You will be part of one of 12 groups and introduce the class to a particular brand archetype in the form of a presentation accompanied by a standardized handout. 2. Individual assignment: You will write an introductory chapter covering the need for a brand identity with the idea of brand archetypes as a way of grasping brand identity as well as a concluding chapter summarizing your impression of the brand archetypes. You will integrate these chapters into an overarching document, consisting of both your individual assignment and all hand-outs, thus collecting the entirety of brand archetypes in a textbook for future use. Note that all communication within this module will be facilitated through Moodle. Assignments must be submitted via Moodle, e-mail is not accepted. Please make sure to check/reactivate the e-mail address you are registered with on Moodle.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type: Compulsory Elective</td> <td>Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abt. International Business Leitung		
Module Coordinator	Jesse Bächler (bacj)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Advanced Business English 1 and 2		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		

Module Learning Objectives	Students... § become familiar with the instruments of an integral and professional brand management – from building a brand identity to positioning it and putting it into action through strategy, portfolio, and development. § understand the significance of a strategic brand management in the current competitive environment. § can describe the process of identity-oriented brand construction. § know the challenges of closing the gaps between brand perception and brand identity. § apply the essential positioning approaches and the process of personality-oriented brand positioning to practical examples. § learn about brand architecture and develop various brand-strategic options. § evaluate risks and opportunities in the context of brand transfer. § develop the success factors of brand communication, multi-sensual and integrated branding, as well as brand-profiling through personal and interactive communication.																										
Module Content	§ Brands as Intangible Assets (brand vs. product/service vs. company) § Consistency and Distinction: Brand Identity, Brand Archetypes § External Branding: Positioning § Employer Branding: Talent Attraction/Retention § Internal Branding: Brand Citizenship Behavior § (International) Brand Extension: Brand Portfolio, Brand Architecture, Brand Hierarchy § Long-Term Brand Building: Strategies and Management Processes in Branding § Identity Theory and Network Theory § Consumer Trends: Opportunities and Threats for Brands § Communication: Digitalization and Integrative Campaigns																										
Links to other modules	-																										
Methods of Instruction	§ Lecture § Application Tasks § Case Studies § Project Work	Social Settings Used: § Individual Work § Group Work																									
Digital Resources	Teaching Materials																										
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																								
Large Class	21 h	-	-																								
Small Class	-	-	-																								
Group Instruction	-	-	-																								
Practical Work	-	-	-																								
Seminar	-	-	-																								
Total	21 h	0 h	69 h																								
Performance Assessment	<table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Form</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>Permitted Resources</td> <td colspan="3">-</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Others</th> <th>Assessment</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>Written Assignment</td> <td>Grade</td> <td>-</td> <td>50.00 %</td> </tr> <tr> <td>Talk/oral presentation</td> <td>Grade</td> <td>20</td> <td>50.00 %</td> </tr> </tbody> </table>			End-of-module exam	Form	Length (min.)	Weighting	-	-	-	-	Permitted Resources	-			Others	Assessment	Length (min.)	Weighting	Written Assignment	Grade	-	50.00 %	Talk/oral presentation	Grade	20	50.00 %
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Classroom Attendance Requirement	This being a university course of study as well as a module of your own choosing, I expect you to attend the classes regularly, come in prepared, and also participate actively. If you can't make it to class, please let me know well in advance, so I can make any required adjustments.																										
Language of Instruction/Examination	English																										
Compulsory Reading	§ Mark, M. & Pearson, C. (2001). The Hero and the Outlaw. Building Extraordinary Brands Through the Power of Archetypes. McGraw-Hill. ISBN 0-07-136415-3.																										
Recommended Reading	§ Aaker, D. (2002). Building Strong Brands. Simon & Schuster Ltd. ISBN 9780743232135. New Edition. § Keller, K. (2013). Strategic Brand Management. Building, Measuring, and Managing Brand Equity. Fourth edition. Prentice Hall. ISBN 978-0-13-266425-7. Global Edition. § Dall'Olmo Riley, F., Singh, J. & Blankson, C. (2016). The Routledge Companion to Contemporary Brand Management. London and New York: Routledge. ISBN 978-1-315-79678-9. Routledge Companions in Business, Management and Accounting. § Kapferer, J. (2008). The New Strategic Brand Management. Creating and Sustaining Brand Equity Long Term. Fourth edition. London and Philadelphia: Kogan Page. ISBN 978 0 7494 5085 4.																										
Comments	-																										