

Valid for 2022.HS

<b>Module Name: Brand Management</b>			
Module Code	w.BA.XX.2BM-IM.XX		
Module Description	The main objective of this module is to introduce students to and equip them with an initial set of critical data points for systematic and long-term brand management ("brand analytics"). To this end, we will discuss various conceptual perspectives of brand building and propose a specific way to translate some of them into a questionnaire setup. Furthermore, students will be required to take part in a survey that will provide the data for the group assignment. This elective emphasizes the empirical measurement of brand strength, which we will call "brand analytics." While brand positioning and performance could also be empirically analyzed using automation and big data or brain scans, the methodology introduced in this elective is questionnaire-based. Students collaborate in groups to write a report based on the data the entire class provides over multiple weeks of the module. The quality of the submitted report will determine the group grade and thus the grade of each group member. The grade of the report will consider the following criteria, among others:- exact calculations- sensible visualizations- correct interpretations- plausible recommendations- perfect orthography- consistent layout Students will be assigned to groups according to their preferences where feasible. To qualify for grading, a student must have participated in ALL data collections of the module – no exceptions. Students that fail to participate will fail the class.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ International Management</li> </ul>		
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%;"><b>Module Type:</b> Compulsory Elective</td> <td><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Marketing Management		
Module Coordinator	Jesse Bächler (bacj)		
Deputy Module Coordinator	Saskia Wyss (wysk)		
Prerequisite Knowledge	Advanced Business English 1 and 2		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		

Module Learning Objectives	Students... § develop a differentiated understanding of the concept of "brand". § develop a clear set of manageable factors of a "strong brand". § develop an understanding of how to empirically measure a brand's strength. § develop collaboration and conflict management skills. § develop a sense for their work ethics and how to manage them successfully.		
Module Content	§ Brand identity vs. brand image § Brand elements/distinctive assets § Brand relationships § Brand loyalty vs. market penetration § Brand experience/brand archetypes § Buyer persona § Brand positioning § Brand evolution, extension, & architecture § Brand analytics: Survey design § Brand analytics: Data computation § Brand analytics: Interpretation and recommendations		
Links to other modules	-		
Methods of Instruction	§ Lecture § Application Tasks § Problem-Oriented Teaching § Project Work § Explorative Learning	<b>Social Settings Used:</b> Group Work	
Digital Resources	Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	62 h	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>62 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: 80%  Attendance will be monitored.		
Language of Instruction/Examination	English		
Compulsory Reading	§ Sharp, B. (2017). How Brands Grow. What Marketers Don't Know. 9th edition. Australia & New Zealand: Oxford University Press. ISBN 9780195573565.		
Recommended Reading	§ Romaniuk, J. (2018). Building Distinctive Brand Assets. 3rd edition. Australia & New Zealand: Oxford University Press. ISBN 9780190311506. § Romaniuk, J. & Sharp, B. (2016). How Brands Grow. Part 2. Including Emerging Markets, Services, Durables, New and Luxury Brands. 2nd edition. Australia & New Zealand: Oxford University Press. ISBN 9780195596267.		
Comments	-		