

Valid for 2023.HS

Module Name: Brand Management, Communications & Reputation Management	
Module Code	w.MA.XX.BMC.14HS
Module Description	Students are able to manage a brand, conduct strategic communication planning, and develop and evaluate the right marketing communication disciplines for specific situations. The classes cover the strategic brand management process and communication management as part of operative brand management. Students learn how brands are planned (brand goals, identity creation, positioning), how brands are organized within multi-brand organizations (brand architecture), and how brands are managed successfully over time (brand evolution). Communication management includes reputation management, issues management, crisis communication, and firestorms. Students learn how to identify potential crisis issues and how to act in them. Furthermore, specific brand situations are discussed, including digital branding, branding in multinational enterprises, and luxury brands. Case studies, group assignments, and guest lectures are used to help the students understand the possible uses of strategic and operational branding.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Bettina Beurer-Züllig (beur)
Deputy Module Coordinator	Michael Klaas (klaa)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility
Module Learning Objectives	Students... § are able to explain different communication tools to the full extent of their complexity. § are able to replicate challenges and gaps between brand identity and brand perception. § are able to formulate the success factors for brand communication. § are able to identify the success factors for strategic communication. § are able to monitor the comprehensive brand experience (brand-building and brand management). § are able to suggest corporate communication measures, communicate during a crisis, and interpret a corporate CD/CI manual. § are able to assess corporate communication measures within a framework of legal considerations, rules, and regulations (brands and advertising). § are able to value brands and interpret goodwill. § are able to assess the significance of professional brand management in the current competitive environment.

	§ are able to reproduce the process of identity-based brand building.		
	§ are able to classify the challenges of closing the gaps between brand perception and brand identity.		
	§ are able to reflect on the value terms and their importance for the various stakeholders of a company.		
	§ are able to communicate the basic positioning approaches and the process of personality-oriented brand positioning using practical examples.		
Module Content	§ Managing brands; value propositions § Reputation management § Communication concept and planning § (Emotional) brand experience management § Brand identity, brand positioning, and brand architecture § Issues management and crisis communication § Luxury brands § Multinational branding § Firestorms § Brand purpose and brand activism § Digital brand management		
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.ICM.14HS w.MA.XX.PSIM.14HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work § Literature Review § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	28 h	-	
Project Work	-	30 h	
Seminar	-	-	
Total	56 h	30 h	94 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Open book	60	50,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	20	50,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Kapferer, J. (2012). The New Strategic Brand Management. 5th edition. Kogan Page. ISBN 978-0-7494-6515-5. § see Moodle		
Recommended Reading	-		
Comments	The performance assessment is a group project consisting of three parts: 1. Activation of group assignment (via Moodle): Registration is compulsory. Failure to register will result in the deduction of a whole grade point from the module's final grade. 2. Preparation and submission of slide set/concept: The deadline is final. Failure to meet the deadline will result in the deduction of a whole grade point from the module's final grade. This requirement applies to all students in a group. Active participation is compulsory. Failure to contact the group within 62 hours and/or failure to participate in the assignment will result in the deduction of a whole grade point from the module's final grade for the respective group member. 3. Presentation: Participation in the presentation is compulsory. Failure to participate will result in the deduction of a whole grade point from the module's final grade for the respective group member.		