

0IBUSY25 – Branding Management

Professor: Germain BOUCHARA

Contact information:

germainbouchara@hotmail.com

Department: International affairs

Semester: 2

Course level: L3 Undergraduate

Domain: Business

Teaching language: English

Number of in-class hours: 33

Number of course sessions: 10 + Exam

ECTS: 6

Course description and objectives

*Brands represent one of the most valuable assets that a firm can invest in over time. Technologies and manufacturing process can be copied but strong beliefs and attitudes held by consumers cannot be duplicated. And yet, marketers too often make short-term operational decisions (including pricing, product development, distribution, promotion or advertising) without monitoring their impact on brands in the long run.

For that reason, students will be exposed to marketing management from a branding perspective. Specifically, this course is about understanding brands and brand management, building and sustaining strong brands, and maximizing brand value by developing brand equity.

*Using core brand theories and concepts and relevant examples, the objectives of this course are to provide students with analytical tools:

- (1) to build and maintain strong meaningful brands.
- (2) to audit existing brands and recommend value maximization strategies and decisions for mature brands
- (3) to build awareness on current advertising techniques.

Prerequisites

No pre-requisite. If the student never studied or practiced marketing before, it is recommended to look through some introductory marketing textbooks such as:

- Kotler & Keller (2012). Marketing management (14th edition). Pearson.

Learning outcomes

- Ability to analyze and define branding and advertising strategies.
- Ability to carry out a brand audit and to subsequently suggest recommendations for brand management decisions (revitalization, extension, globalization, or termination).
- Ability to make brand management decisions: brand building and development in new markets; brand growth in mature markets; brand equity maximization.
- Ability to understand what drives brand equity.

Assignments and grading

50% Final Exam + 50% Several (at least 5) Study Cases presentation in class.

Final exam will evaluate this module, administrated on the last session of the course.

The exam will consist of a series of 10 open questions.

This exam is a closed book one. If you have been an attentive, taken notes and active participant throughout the course, it does not require any special preparation.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Ice breaker + introduction + What is Branding?
2	Value Created by brands
3	Brand Identity (Prism + IPSE)
4	Legitimacy & expression of the brand
5	Manage Brand's collaborations
6	Brand Image & Expressions
7	Manage Brand Extensions
8	Internationalize Brands
9	Manage brand in digital era
10	Q&A session before final exam
11	Final Exam

Bibliography

Required reading:

- Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th Revised edition). London: Kogan Page Ltd.
- Kotler & Keller (2012). Marketing management (14th edition). Pearson.
- G.Michel "The Art of Successful Brand Collaborations"

Recommended readings:

- Keller, K. L. (2012). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th edition). Boston : Pearson.
- Lewi, G. ; Lacoëuilhe, J. (2018) ; Branding management 3e édition : La marque, de l'idée à l'action (3rd Edition). Pearson.

Lecturer's biography

Germain Bouchara is the owner of Lunettes alf, a firm he founded with his brother in 2018, with the purpose of introducing a sustainable accessories brand into the fashion industry. Customer centricity, value proposition & branding management are key success factors to succeed in entrepreneurship. Lunettes alf is distributed in more than 150 opticians and other fashion stores in Europe.

Prior to this entrepreneurship journey, Germain Bouchara worked during 20 years in Sales & Marketing positions within international company such as 3M, L'Oréal and SWAROVSKI in France, the USA, Greece, Morocco, and Belgium. He is deeply passionate by sales & marketing management in the way of delivering the right value to the market, following needs and desire of targeted customers.

Germain Bouchara is graduated from ESSEC Group, Panthéon-Sorbonne University and HEC (Executive MBA) with a specialization in Sales & Marketing in the fashion & luxury industry.

Moodle

This course is on Moodle: **No**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.