

MKT3214 Brand Management

Code

MKT3214

Title

Brand Management

Prerequisites

MKT1201

Credits

3

Description

Brand Management is an advanced course designed for students with marketing major, which explores issues relevant to deep analysis of branding strategies and tactics. Students are expected to enter the course with in-depth knowledge of current marketing concepts and theories. Students must be comfortable with analyzing marketing problems, developing solutions, designing and implementing strategies and tactics.

Objectives

Brand Management introduces students to state-of-the-art research and practice in branding. Classes emphasize 1) discussion of the field’s most current branding concepts, principles, and theories, and 2) application of brand management concepts to actual business situations through case analysis, assignments and field projects. At the end of the course, students should be able to do the following: KNOWLEDGE: Students will have an understanding of Various types of branding strategies The relationship between brand management and other marketing functions. The importance of brand management The growing importance of brand equity for company Analysis and interpretation of different brand types Frameworks for understanding and building brands SKILLS: Students will learn to Define and develop brand strategies; Base brand strategy on corporate attitudes and values; identity and positioning statement Analyze development of branding globally and in Kazakhstan; Evaluate the effectiveness of brand management; Interact with a team to develop a creative solution to marketing opportunities APPLICATION ABILITIES: Students will be able to Develop and execute brand development project Implement ethical decisions and incorporate strategies to achieve goals and objectives. Link various stages in brand development and launch. Develop effective groups to solve marketing problems. VALUES AND ATTITUDES: Students practice KIMEP Core Values Academic honesty Respect for peers and instructors

Assessment

60 % -first and second assessments
40 % -final assessment

Tentative course outline

Week1

Course introduction. Brand and Brand management

Week2

"Building and Maintaining a Brand’s Position. Understanding brand users"

Week3

"Theoretical framework: Brand Resonance Pyramid Brand Equity"

Week4

"Brand as an Identity Marker. Selecting Brands Elements to build Brand Equity. "

Week5

Brand building approaches.

Week6

"Designing marketing programs to build brand equity. Product Design"

Week7

"Integrating Marketing Communications to Build Brand Equity. Midterm Exam 1 "

Week8

IMC continued

Week9

"Leveraging Secondary Brand Associations to build brand equity. Make up class for Nauryz."

Week10

Extending the Brand, Partnering, Managing brand Portfolios

Week11

Researching Brands: capturing customer mindset..

Week12

"Mid-term Exam 2 6.04.2020 Managing Brands over Time. "

Week13

Measuring outcomes of brand equity: Capturing Market Performance.

Week14

"Brand Crisis Presentations: Teams 1&2, 3&4 "

Week15

"Presentations Teams 5&6 Course Overview. The place of brand in overall marketing management."