

## Marketing Strategy & Brand Management

### Learning objectives and outcomes:

Branding is one of the most important marketing strategy. The aim of the course is to develop a deep understanding of brand management models and the planning, positioning, coordination and implementation of appropriate brand strategies. The students also learn how to measure and preserve brand equity. There will be a number of team work activities. This group work will involve the review of journal articles and case study preparations. At the completion of the course, students should be able to:

- Evaluate the role of branding within strategic marketing
- Compare and evaluate different brand management models
- Analyze brand positioning and to define target positioning options
- Design a brand management strategy and an appropriate marketing mix based on a identity-oriented brand management approach
- Compare and evaluate different brand equity models
- Analyze research, communicate and present their ideas and recommendations for brand management.

### Content:

The aim of this course is to develop knowledge and skills for managing brands as a main part of strategic marketing. The course examines the planning, positioning, coordination and implementation of appropriate brand strategies. Furthermore, students learn how to measure and to preserve brand equity. Topics covered include in general:

- The role of branding within strategic marketing
- Brand elements, brand strategy and brand hierarchy
- Models and methods for brand positioning
- Designing of marketing programs to build brand equity
- Brand communication
- Models and methods of measuring brand equity
- Organizational design for brand management

### Teaching Methods:

The course is based on lectures supplemented by various team work activities such as the discussion of case studies. Guest speakers will include brand managers and during an excursion students will receive additional practical insights into real world branding challenges.

### Conditions of Participation:

Admission to the HHL full-time Master Program in Management (M.Sc.). A good understanding of marketing fundamentals is a prerequisite.

### Application, combination and frequency:

The course is part of the elective module "Marketing Management". It can be chosen either in combination with all other courses of this module or as part of the module "Advanced General Management". The content is matched with the topics of other lectures within the module "Marketing Management". The course is held once a year.