



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Strategic brand management	

Academic staff	Core academic unit(s)
Coordinating: assoc. prof. dr. Ramūnas Časas Other:	Faculty of Economics and business administration

Study cycle	Type of the course unit
Second	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Classroom, blended or online	Autumn semester	English

Requisites	
Prerequisites: -	Co-requisites (if relevant): "Marketing", "Marketing Research" ("Market Research"), "Consumer Behaviour"

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

### Purpose of the course unit

The Strategic Brand Management course aims to develop an understanding of the place and management of brand management in the company, its strategic importance in the context of business management and its links with marketing communication. It aims to cover the whole picture of the brand value creation process in a company, which can be divided into the following phases: brand creation, adoption, management and development over time. Students will be able to put their knowledge of strategic brand management into practice, working individually or in a team to analyse, summarise and apply theoretical information from the fields of consumer behaviour and brand management. On this basis, the course will develop the specific knowledge needed to plan a brand strategy that can be applied in practice.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to analyse brand management strategies and propose situation-appropriate brand management solutions	Lectures, class discussions, case analysis; preparation and presentation of group assignments; summarising the material from the practical exercises; personal study of the material presented	Assessment of assignment presentations; assessment of assignment papers (essay format); assessment of all assignment papers; assessment of open/closed questions in the test
Will know the characteristics of marketing tools and the principles of their combination in managing brands in national and global contexts	Lectures, class discussions, case analysis; preparation and presentation of group assignments; summarising the material from the practical exercises; personal study of the material presented	Assessment of assignment presentations; assessment of assignment papers (essay format); assessment of all assignment papers; assessment of open/closed questions in the test
Will be able to analyse a situation and propose a brand management strategy that fits it.	Lectures, discussions during lectures, analysis of cases; summarising material from practical exercises; independent study of the material presented	Assessment of assignment presentations; assessment of assignment papers (essay format); assessment of final assignment papers; assessment of all assignment papers; assessment of open/closed questions in the test

Will be able to propose moral and ethical brand management solutions appropriate to the situation	Lectures, discussions during lectures, analysis of cases; summarising material from practical exercises; independent study of the material presented	Assessment of assignment presentations; assessment of assignment papers (essay format); assessment of final assignment papers; assessment of all assignment papers; assessment of open/closed questions in the test
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Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Brand concept: - brand, brand and psychology, the key psychology concepts in branding; - category-entry-point concept; - brand image vs. brand salience; - product and brand, market and brand, company and brand	2						2	8	Study and analysis of the specified scientific literature, analysis of practical cases (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.1; additional literature from emokymai.vu.lt, cases analysis from emokymai.vu.lt)
2. Brand Value: - the concept of brand value, - brand value models, - the most important indicators of brand value, their determination and practical application.	2						2	8	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.2; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
3. Brand identity, positioning and image: - the concept of brand identity, - models of brand identity, practical application of brand identity, - brand positioning concept, practical application of brand positioning, - the concept of the brand image, the differences and commonalities between the brand image and the brand salience, - content of the brand image: emotions and brand, brand personality, practical evaluation of the brand image, - the link between brand identity, positioning and image	2						2	8	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.3; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
4. Brand content - Internal and External Brand Attributes: - the concept of brand attributes; - internal and external attributes of the brand - internal brand attributes of differences and similarities – points-of-parity and points-of-differences,	3						3	8	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)

- external attributes of the brand: brand elements and other attributes of the brand; - the importance of brand attributes in brand management, the practical use of brand attributes.									
5. Brand content - Brand Elements: - the concept of brand elements; - brand elements as distinctive brand assets, use and development of brand elements as distinctive brand assets; - the characteristics of the brand elements, - brand name as the most important element of the brand, brand name as the source of brand associations, brand name selection and management - other elements of the brand.	3						<b>3</b>	<b>8</b>	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.4; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
6. Secondary sources of brand associations: - theory of cognitive dissonance, concept of sources of brand secondary associations, - secondary sources of brand associations - company, - secondary sources of brand associations - country of origin - secondary sources of brand associations - other brands: cobranding strategy, ingredient brand strategy, brand licensing strategy - other secondary sources of brand associations - events, celebrities, third parties - "transfer" of secondary associations, practical use of sources of brand secondary associations	2		4				<b>6</b>	<b>8</b>	Study and analysis of the specified scientific literature, analysis of practical cases (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.8; additional literature from emokymai.vu.lt, cases analysis from emokymai.vu.lt) Group assignment for the seminar: completion and presentation. 1.Select and present brands from real-life: brand, brand market, category-entry-point, brand target markets and benefits, indicators of the brand's current value, etc. 2.Present the identity, positioning, image/ associations, internal attributes of similarity and dissimilarity of the selected brand.
7. Brand architecture and hierarchy: - brand architecture concept, brand-product matrix, - brand architecture strategies, brand potential and development evaluation, brand portfolio strategy, - the concept of the brand hierarchy, the principles and levels of the brand hierarchy, - corporate brand.	2						<b>2</b>	<b>8</b>	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.12; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
8. Product and brand development: - brand and brand development concept, brand and brand development opportunities, - new product concept, new product development process, market entry on new product, - development of the product range in the existing market - the product line extension; - horizontal and vertical extension of the product line,	3						<b>3</b>	<b>8</b>	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)

- evaluation of product line extension, practical use of product line extension opportunities, - development in the same market through the use of different brands - a portfolio of brands, - principles of brand portfolio formation									
9. Product and brand development: - the concept of brand extension in other markets, extension into close/related and distant/unrelated markets, - concept of similarity / differences of related / unrelated markets, its practical application - variety of brand extension strategies: the same brand development, sub-branding, brand endorsement strategies - factors determining the success of brand extension	3						3	8	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.13; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
10. Other branding issues: - International brand development and expansion - Stimulating, refreshing and changing the brand. - Brand in specific markets. - Concept of brand strategy.	2		4				6	8	Study and analysis of the specified scientific literature, analysis of cases (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.7, 14, 15; additional literature from emokymai.vu.lt, cases analysis from emokymai.vu.lt) Group assignment for the seminar: completion and presentation. 3. Present and evaluate the brand elements of the selected brand. Identify (and propose) secondary sources of associations, link them to brand identity, etc. 4. Present the hierarchy and architecture of the selected brand, present (or propose) strategies for the development of the selected brand: product line development, brand portfolio development, expansion into related and nonrelated markets, etc.
Preparation for the exam. Preparations of the final report.								18	Study and analysis of the specified scientific literature, analysis and synthesis of the assignments carried out and presented.
<b>Total</b>	<b>24</b>		<b>8</b>				<b>32</b>	<b>98</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Practical assignments, completed in groups and presented during seminars	40%	During the course, after completing each assignment	Practical assignments related to the previous topics (see Self-study times and assignments/assignments), carried out in groups of students. The students who have completed the assignment are identified by the names of the students who have completed the assignment as given in the essay. If this condition is not fulfilled, i.e. the student's name is not included in the written

			<p>work, the student is not assessed. Each student's work is presented in the classroom/remotely (via MS Teams) and uploaded to emokymai.vu.lt by a predetermined time. The materials used for the presentation and the slides are also uploaded to emokymai.vu.lt by a predetermined time.</p> <p>An assignment is considered to be completed if, by the deadlines, it is: presented to the audience, the presentation material is uploaded to emokymai.vu.lt, the written work is produced, the written work is uploaded to emokymai.vu.lt. (Only material submitted by the participants here is assessed. Works submitted in any other way are not evaluated).</p> <p>Assessment criteria: each completed assignment will be assessed on a 10-point system (to the nearest 0,25 points). Each member of the group who participated in the task is awarded the same score. Content of the assessment:</p> <ul style="list-style-type: none"> <li>- Informativeness of the presentation and report, quality of the content of the presentation, use of the time limit for the presentation - 25%</li> <li>- the validity and relevance of the material prepared and presented to “real world” realities - 25%</li> <li>- the extent and validity of the use of subject knowledge (in the presentation and the report), the answers to the questions - 50%</li> </ul> <p>The final grade for the practical exercises is determined by calculating the arithmetic mean of all the exercises assessments.</p>
<p><i>Important:</i></p> <ol style="list-style-type: none"> <li>1. Students form their own groups for the Practical assignments to be carried out. The lecturer must be informed by email (ramunas.casas@evaf.vu.lt) of the groups' compositions. There are no changes in the groups during the course allowed. (If, for particularly important reasons, there is a need to do so, this must only be done with the permission of the lecturer. No permission – no changes)</li> <li>2. There is a defined number of groups per seminar. No more than four completed tasks could be presented per seminar, i.e. four groups have to be formed. The number of students in a group is determined by dividing the total number of students by four and rounding the result. The actual size of the groups may not vary by more than one student (e.g.: officially 22 students are registered for the particular seminar; after dividing and rounding (<math>22/4 \approx 5</math> students) the actual number of students in the groups can be 4, 5 or 6 students.</li> <li>3. It is the student's responsibility to be assigned to a particular group. If problems arise at this stage, they are solved with the help of the lecturer.</li> </ol>			
The final assignment, report, which is not presented during the seminars, but is delivered writing form. (Brief content: to present the strategy of the analyzed brand by combining the tasks performed during the seminars).	20%	During the session.	<p>Practical assignment related to the whole course, summarizing assignments, completed during the course, and is performed in groups of students. (Students who complete the assignment are identified by the names of the executors on the top of the uploaded report). The assignment is not presented in the auditorium, but uploaded to emokymai.vu.lt. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: the final task is evaluated on a 10-point scale (with an accuracy of 0.25 points). Each member of the group who participated in the task is evaluated with an equal score. Content of the evaluation:</p> <ul style="list-style-type: none"> <li>- informativeness of written work, quality of content - 25%</li> <li>- validity of the prepared material and connection with practical realities - 25%</li> <li>- scope and validity of the use of subject knowledge - 50%.</li> </ul>
<p><i>Important:</i></p> <ol style="list-style-type: none"> <li>1. There are no requirements as to the scope of the written reports for completing any seminar assignments, however students have to remember that grades will be given for what is presented in the reports.</li> <li>2. Written reports must be prepared in compliance with all the requirements set by EVAF for written papers. Failure to comply with these requirements (for example, not indicating the sources used in the assignment; in the case of plagiarism, etc.) will have a direct impact on the assessment of the reports.</li> </ol>			

Final test - exam	40%	During the session.	The test of 30-40 closed and open-ended questions, the score of which is 1 point for the correct answer, it is based on the principle of a “closed book”. The final test score is formed by summing the percentages of correct answers of the test. The test grade is calculated: > 90% - excellent, 10 > 80% but <= 90% very good, 9 > 70% but <= 80% good, 8 > 60% but <= 70% on average, 7 > 55% but <= 60% - satisfactory, 6 > 50% but <= 55% weakly, 5 less than 50% unsatisfactory, minimum requirements not met. If grade is less 5, the exam must be retaken.
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*Important:*

*The final grade is positive if the exam or test score is not less than 5, and all practical assignments have been completed and assessed with a grade of not less than 5. During the retake, only those assignments that were assessed with a grade of less than 5 or were not completed at all are assessed.*

*The final grade is calculated using the above-mentioned assessment weights. The final overall grade is determined according to the same principles as those used to calculate the exam or test assessment.*

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Keller, K.L., Swaminathan, V.	2023	Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Global edition	5th ed	London: Pearson Education
<b>Supplementary reading</b>				
Lalaounis S.T.	2021	Strategic Brand Management and Development  Creating and Marketing Successful Brands	1st ed	Routledge
Kapferer, J-N.,	2013	The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)	5th ed	Kogan Page
Aaker, D., Joachimsthaler,	2010	Brand Leadership		Pocket Book
Riezebos, R. et al.	2003	Brand Management: A Theoretical and Practical Approach.		London: Pearson Education
Additional literature from various sources	-	-	-	Uploaded into emokymai.vu.lt

Case studies prepared by the lecturer and a glossary of key terms	-	-	-	Uploaded into emokymai.vu.lt
<p>It is recommended to use artificial intelligence (AI) solutions in the study process. The study materials, practical assignments, and final assignment are adapted for this purpose. The practical use of AI will be presented during the first class.</p> <p>It is also important to remember that the author(s) are responsible for its content and any possible copyright infringements.</p>				