



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Strategic Brand Management	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Lect. Rasa Misiūnaitė	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
Second	Elective

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Fall	English

Requirements for students	
<b>Prerequisites:</b>	<b>Additional requirements (if any):</b>

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

### Purpose of the course unit (module): programme competences to be developed

The subject of Strategic Brand Management aims to teach the students to develop the strategic identity of a brand (brand positioning) and to manage and lead the brand strategy implementation processes inside the organization. The students will be able to understand the process of brand strategy implementation, including brand communication – its stages, goals, and methods. Students will get practical knowledge and experience in using different tools for brand identity creation and effective brand management on a daily basis.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
1. Students will be able to develop a strategic identity of a brand and use different brand positioning tools.	Lecture, group discussions, analysis of case studies, individual and group tasks during seminars and their presentations, individual study of background and supplementary material	Group task: in pairs, students will develop a brand positioning for a chosen brand and present it during the seminar.
2. Students will be able to develop the brand architecture and brand portfolio.		Evaluation of group work and presentation, written assignments, activity during seminars, examination (closed questions)
3. Students will be able to identify, analyze and evaluate brand management challenges and propose solutions to solve them.		
4. Students will be able to formulate communication goals, evaluate the usefulness of different integrated marketing communication solutions, effectively manage brand communication.		
5. Students will be able to lead branding projects, formulate the tasks for the design agency (the brief), identify and manage distinctive brand assets.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Strategic identity of a brand, its role in the organizational structure, positioning, differentiation, brand value, brand equity.	4		4				8	26	Literature analysis, Keller / Swaminathan handbook, chapters 1, and 2, analysis of additional literature, Assignment 1 „Brand Positioning“
2. Brand architecture and brand portfolio.	2		2				4	10	Literature analysis, Keller / Swaminathan handbook, chapters 4, 12, 13, analysis of additional literature and case studies
3. Brand management structure, tools, planning, and the segmentation of target audience.	4		1				5	16	Literature analysis, Keller / Swaminathan handbook, chapter 4, 5, 8, 9, 14, analysis of additional literature and case studies. Assignment 2 „Brand Management Challenges“
4. Branding in the digital era.	1		1				2	6	Literature analysis, Keller / Swaminathan handbook, chapter 7, analysis of additional literature and case studies
5. The management of brand's integrated marketing communication.	4		2				6	10	Literature analysis, Keller / Swaminathan handbook, chapters 5, 6, 10, analysis of additional literature and case studies
6. Development and management of brand visual identity, distinctive brand assets.	2		2				4	10	Literature analysis, Wheeler handbook, analysis of additional literature and case studies. Assignment 3 „Brand visual identity“
7. Development of a consistent brand experience. Brand communication during a <i>force majeure</i> .	2		1				3	20	Literature analysis, Keller / Swaminathan handbook, chapter 14, analysis of additional literature and case studies. Preparation for the exam

<b>Total hours:</b>	<b>19</b>		<b>13</b>				<b>32</b>	<b>98</b>	

<b>Assessment strategy</b>	<b>Weight, %</b>	<b>Deadline</b>	<b>Assessment criteria</b>
1 <sup>st</sup> assignment in groups of 2-3 students	30	During the 2nd seminar	<p>Presentation (20 points value). The ability to develop a consistent, logical, and differentiating brand positioning of a chosen brand and presentation skills will be evaluated.</p> <p>Evaluation criteria: depth and completeness of task; sufficient and consistent usage of scientific literature, theoretical material, and models; the overall quality of presentation - thoroughness, structure, visuality.</p>
2 <sup>nd</sup> individual assignment	20	Uploaded before the examination session	<p>Case study (20 points value). The ability to critically analyze the brand management challenges of a chosen brand and propose logical, strategic solutions to solve them will be evaluated.</p> <p>Evaluation criteria: depth and completeness of task; strategic and creative thinking; sufficient and consistent usage of scientific literature, theoretical material, and models.</p>
3 <sup>th</sup> individual assignment	10	Uploaded before the examination session	<p>Written assignment (10 points value). Ability to strategically analyze brand visual identity and formulate logical, consistent, and clear brief for the design agency.</p> <p>Evaluation criteria: depth and completeness of task; sufficient and consistent usage of scientific literature, theoretical material, and models.</p>
4 <sup>th</sup> individual assignment	30	During the exam session	<p>30 multiple choice questions (30 points value). The final evaluation consists of a number of points collected.</p> <p>28-30 points - excellent, 10  25-27 points – very good, 9  22-24 points - good, 8  19-21 points - average, 7  16-18 points - satisfactory, 6  13-15 points - weak, 5  less than 13 points - failed, minimal requirements are not satisfied, 4, 3, 2, 1</p>
Activity	10	Seminars	<p>It is scored on a 10-point scale, based on preparation and participation in the seminars:</p> <p>9-10 points: for excellent preparation for and active participation in the seminars, appropriate formulation of questions and issues, and well-reasoned contributions to the debate;</p> <p>7-8 points: for good preparation and active participation in the discussion in most seminars, but not always with well-reasoned contributions;</p> <p>5-6 points: for not being well prepared for all seminars, not actively participating in the discussion, and often not making well-reasoned presentations;</p> <p>0-4 points: no participation in seminars, passive listening to discussion.</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsary reading</b>				
Keller, K L., Swaminathan, V.	2020	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5 <sup>th</sup> ed	London: Pearson Education
Wheeler, A.	2018	Designing Brand Identity	5 <sup>th</sup> ed	John Wiley & Sons
<b>Optional reading</b>				
Olsen, L.E., Meling Samuelsen, B., Pappas, I. and Warlop, L.	2022	Broad vs narrow brand positioning: effects on competitive brand performance	56	European Journal of Marketing. <a href="https://doi.org/10.1108/EJM-02-2021-0090">https://doi.org/10.1108/EJM-02-2021-0090</a>
Barua, A., Ioanid, A.	2020	Country Brand Equity: The Decision Making of Corporate Brand Architecture in Cross-Border Mergers and Acquisitions	12	Sustainability. <a href="https://doi.org/10.3390/su12187373">https://doi.org/10.3390/su12187373</a>
Brexendorf, T.O. and Keller, K.L.	2017	Leveraging the corporate brand: The importance of corporate brand innovativeness and brand architecture	51	European Journal of Marketing. <a href="https://doi.org/10.1108/EJM-07-2017-0445">https://doi.org/10.1108/EJM-07-2017-0445</a>
Brandão, A., Sousa, J.C.C. and Rodrigues, C.	2020	A dynamic approach to brand portfolio audit and brand architecture strategy	32	European Business Review. <a href="https://doi.org/10.1108/EBR-12-2018-0206">https://doi.org/10.1108/EBR-12-2018-0206</a>
Romaniuk, J.	2018	Building Distinctive Brand Assets	1 <sup>st</sup> ed	Oxford University Press
Wood, O.	2019	Lemon. How the Advertising Brain Turned Sour.		Institute of Practitioners in Advertising