Syllabus
MCO6012 Brand Management
Prof. Dr. Anja Forster
Winter Semester 2023/2024

Level	Master	
Credits	3 ECTS	
Student Contact Hours	4 (45 minutes) for the first half of the semester	
Workload	Workload of 30 contact hours and 60 hours of self-study	
Prerequisites	Basic knowledge in marketing is recommended; English language skills (min. B2)	
Time	see LSF	
Room	see LSF	
Start Date	see LSF	
Lecturer	**Name**	Prof. Dr. Anja Forster
	Office	W3.1.03
	Virtual Office	Link will be sent after making an appointment via email
	Office Hours	see LSF
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Summary

A brand can simplify the consumers' decision making, reduce risk and set expectations – and thus, assist the consumers in a world of increasing complexity in which they face more choices with less time to make them. That way, strongly held beliefs and attitudes regarding the brand are established in the minds of the customers – which is by far not that easily reproducible like manufacturing processes or factory designs. Therefore: The brand names associated with their products and services is one of the most valuable assets for companies and organizations. A strong brand is a strong competitive advantage.

The lecture focuses on how to build, measure and manage a brand and gives an insight into important topics and fields like:

- The notion "brand" and branding approaches
- Branding systems and branding strategies
- Brand development and brand positioning
- Brand management and brand controlling

Outline of the Course

See summary (above). Detailed outline will be announced during the lecture.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
	After completion of the program the students will be able…	After completion of the course the students will be able…	Term Paper	Presentation
			50%	50%
			Collective	Individual
1	**Responsible Leadership in Organizational Contexts**			
1.1	…to demonstrate their sound knowledge of Marketing Intelligence theories and concepts.	... to demonstrate a sound theoretical knowledge of the terminological and conceptual principles of brand management and apply this to practical issues.	X	X
1.2	... to expertly apply Marketing Intelligence theories and concepts to organizational contexts.	... to select suitable approaches and concepts from the existing portfolio of methods and to apply them in a conceptually professional manner.	X	X
1.3	…to critically reflect Marketing Intelligence theories and concepts.	... to critically discuss problems, challenges and opportunities, their causes and consequences as well as benefits and risks, and thus to develop suitable suggestions for the improvement of the management of a brand.	X	X
1.4	…to act responsibly from a scientific self-understanding and professional self-image.	... to assess issues such as potential ethical conflicts in internal brand management or a brand management with a focus on sustainability and to be able to critically question them in relation to a company (depending on the choice of topic).	X	X
2	**Creative Problem Solving Skills in a Complex Business Environment**			
2.1	…to identify challenges for Marketing Intelligence.	... to apply the theoretical knowledge of mechanisms and instruments of brand management to practical examples and to develop suitable suggestions for the improvement of the management of a brand (considering existing challenges of the brand).	X	X
2.4	…to communicate solutions in the field of Marketing Intelligence.	... to document the term paper and presentation content in a clear written manner. ... to present the presentation content in a convincing manner during the lecture.	X	X
3	**Applied Research Skills**			
4	**Interdisciplinary and agile working**			
4.1	…to know the requirements in interdisciplinary teams (e.g. marketing, sales and IT) and contribute their expertise in Marketing Intelligence.	... to work together in an interdisciplinary team (depending on the group composition!) during the development and elaboration of the term paper and presentation content.	X	X

Teaching and Learning Approach

Formal lecture, including both theoretical basics and practical examples, as well as case-based learning. Basement is the interactive support by the students in class, therefore class attendance and active class participation is expected (students are allowed two unexcused absences during the semester; approved absences may include severe illness, funeral of an immediate family member, or other event with a non-negotiable date).

Beyond that, the students compile independently a (group) term paper as well as a presentation, which they present and defend within class (note: each team member has to present // each team member has to take on a roughly equal presentation part). Details regarding the (group) term paper and the presentation will be announced during lecture.

Literature and Course Materials

Course materials necessary are:

All contents of lecture - handouts, cases, articles, class discussions, examples, etc.…

In addition to these documents, the following are useful reference books:

Basic:

- Keller, K. L.: Strategic Brand Management. Building, Measuring, and Managing Brand Equity., Pearson Education Limited: Edinburgh.
- Esch, F.: Strategien und Technik der Markenführung., Vahlen Verlag: München.

Additional:

- Keller, K. L./Aperia, T./Georgson, M.: Strategic Brand Management: A European Perspective., Financial Times Prentice Hall.
- Kapferer, J.N.: The new strategic brand management., London: Kogan Page.
- Burmann, Ch./Halaszovich, T./Hemmann F.: Identitätsbasierte Markenführung: Grundlagen - Strategie -Umsetzung - Controlling., Springer Fachmedien Verlag: Wiesbaden.
- Meffert, H. / Burmann, C. / Koers, M.: Markenmanagement: Identitätsorientierte Markenführung und praktische Umsetzung., Wiesbaden: Gabler.
- Wheeler, A.: Desiging Brand Identity: An essential guide for the whole branding team., Wiley & Sons Verlag: New Jersey.

[in each case: latest edition]

Assessment

The assessment / grading will be based upon the quality of the written (group) term paper and written+oral presentation. The (group) term paper and the presentation should have a clear structure, contain all relevant elements, be comprehensible, plausible and the documentation should be prepared in an adequate visual format.

Details regarding the assessment / grading will be announced during lecture.

The grading is as follows:

1.0 Very good, a performance significantly above the average
2.0 Good, an above average performance
3.0 Satisfactory, an average performance

4.0 Adequate, a below average performance with noticeable shortcomings
5.0 Fail, an unacceptable performance

Schedule
Will be announced during the lecture.

Code of Conduct for online Teaching
The following Code of Conduct applies to online teaching:

[Link to the Code of Conduct for online Teaching](#)