GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Brands and Brand Equity

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Brands and Brand Equity

CODE	CREDITS	LANGUAGE	LEVEL
CE 4/2	5 ECTS	English	Bachelor

LECTURER	EXAMS
Drs. I Gde Ketut Warmika, MM	Written Mid-term Exam · Written Final Exam

Description

“Brands and Brand Equity” provides a comprehensive review of the fundamental concepts and theories in branding and introduces key concepts, issues and terminology related to creating, nurturing, managing, leveraging, and defending strong brands. Students will learn the many components that make up a brand, the value that brands provide for consumers and firms, how firms create brand equity, and the key decisions that brand managers must make and the challenges they face. This course also combines theory and practice by summarizing and integrating the latest theories and models in branding research and illustrating them with examples from diverse industries, including the successes and failures of well-known brands.

Learning objectives

- By the end of the learning process, students should:
- Explain the crucial role of branding in an organization's success.
- Describe how organizations create strong, positive brands.
- Show ways to calculate the value of a brand.
- Explore how organizations can leverage and defend strong brands.

Subjects covered

Brand elements; Brand equity; Branding

Weekly topics

1. Brands and Brand Management
2. Customer-based Brand Equity
3. Brand Positioning and Values
4. Choosing Brand Elements to Build Brand Equity

5 Designing Marketing Programs to Build Brand Equity

6 **Mid-term Test**

9 Integrating Marketing Communications to Build Brand Equity

10 Leveraging Secondary Brand Knowledge to Build Brand Equity

11 Developing a Brand Equity Measurement and Management System

12 Measuring Sources and Outcomes of Brand Equity

13 Designing and Implementing Branding Strategies

14 Introducing and Naming New Products and Brand Extensions

15 Managing Brands over Time, Geographical Boundaries and Market Segments

Grading

Individual participation	**10%**
Mid-term Exam	**30%**
Final Exam	**60%**

Books and other sources

1. Aaker, D. A. 1996. Measuring brand equity across products and markets. California Management Rev. 38(Spring) 102-120.
2. Aaker, J. L. 1997. Dimensions of brand personality. J. Marketing Res. 34(August) 347-356.
3. Agrawal, M. K., V. R. Rao. 1996. An empirical comparison of consumer-based measures of brand equity. Marketing Letters 7(3) 237-47.
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5. Argenti, P. A., B. Druckenmiller. 2004. Reputation and the corporate brand. Corp. Reputation Rev. 6(4) 368-374.
6. Barth, M. E., M. Clement, G. Foster, R. Kasznik. 1998 Brand values and capital market valuation. Rev. Accounting Studies 3 41-68.
7. Biehal, G. J., D. A. Sheinin. 1998. Managing the brand in a corporate advertising environment: A decision-making framework for brand managers. J. Advertising 27(2) 99-110.
8. Dacin, P., D. C. Smith. 1994. The effect of brand portfolio characteristics on consumer evaluations of brand extensions. J. Marketing Res. 31(5) 229-242.
9. Dowling, G. R. 1994. Corporate Reputations. Kogan-Page, London.
10. Feldwick, P. 1996. What is brand equity anyway, and how do you measure it? J. Market Res. Soc. 38(April) 85-104.
11. Gupta, S., D. R. Lehmann, J. A. Stuart. 2004. Valuing customers. J. Marketing Res 41(February) 7-18.
12. Hoeffler, S., K. L. Keller. 2003. The marketing advantages of strong brands. J. Brand Management 10(6) 421-445.
13. Kapferer, J.-N. 2005. The New Strategic Brand Management, Kogan-Page, London, England.
14. Keller, K. L. 2002. Branding and brand equity. Bart Weitz and Robin Wensley, eds. Handbook of Marketing, Sage Publications, London, 151-178.

15. Keller, K. L., S. Sood. 2004. The effects of product experience and branding strategies on brand evaluations. Working paper, UCLA, Anderson School of Management.
16. Keller, K. L., B. Sternthal, A. Tybout. 2002. Three questions you need to ask about your brand. Harvard Bus. Rev. September 80(9) 80-89.
17. Levitt, T. 1983. The globalization of markets. Harvard Bus. Rev. (May–June) 92–102.
18. Muniz, A. M. Jr., T. C. O'Guinn. 2000. Brand community. J. Consumer Res. 27(March) 412- 432.
19. Naik, P. A., K. Raman, R. S. Winer. 2005. Planning marketing-mix strategies in the presence of interaction effects. Marketing Sci. 24(1) 25-34.
20. Park, C. W., S. Y. Jun, A. D. Shocker. 1996. Composite branding alliances: An investigation of extension and feedback effects. J. Marketing Res. 33(November) 453-466.
21. Rao, V. R., M. K. Agrawal, D. Dahlhoff. 2004. How is manifested branding strategy related to the intangible value of a corporation? J. Marketing Forthcoming.
22. Schmitt, B. H. 1999. Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brands. Free Press, New York.
23. Steenkamp, J.-B., R. Batra, D. Alden. 2003. How perceived brand globalness creates brand value. J. International Bus. Studies 34 53-65.
24. Uncles, M., A. S. C. Ehrenberg, K. Hammond. 1995. Patterns of buyer behavior: Regularities, models, and extensions. Marketing Sci. 14(3, Part 2 of 2) G71-G78.
25. Zaltman, G. 2003. How Customers Think: Essential Insights into the Mind of the Market. Harvard Business School Press, Boston, MA.
26. Zhang, S., B. H. Schmitt. 2001. Creating local brands in multilingual international markets. J. Marketing Res. 38(August) 313-325.

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