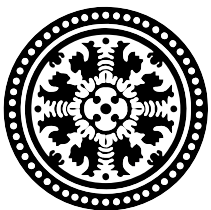




GoBali Course Guide



UNIVERSITAS UDAYANA

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Indonesia: Universitas Udayana, Center for International Programs, 2015

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Printed in Indonesia

Brands and Brand Equity:

Code:

CE 4/2

ECTS:

5

Language:

English

Lecturer:

Drs. I Gde Ketut Warmika, MM

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 success and failure of well-known brands.

Learning Objective:

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 Brand Equity Measurement and Management System
12. Measuring Sources of Brand Equity
Measuring Outcomes of Brand Equity
13. Design and Implementing Branding Strategies
14. Introducing and Naming New Products and Brand Extensions
15. Managing Brands Over Time
Managing Brands Over Geographical Boundaries and Market Segments

Exams:

Written Mid Term Exam

Written Final Exam

Grading:

Individual participation	10%
Mid Term Exam	30%
Final Exam	60%

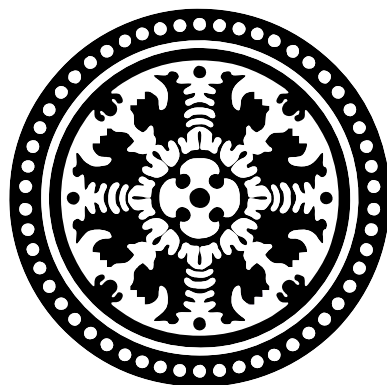
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