



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Brand Strategy

2021-2-F7701M125

Learning objectives

The course of brand strategy aims to offer students instruments and tools to manage a brand today and in the future. To reach this goal, teaching is structured according to a sequential logic that starts from the brand's basic elements and ends with the management of secondary associations aimed at aligning the brand with the "spirit of the times". To help students better understand how a brand is built and managed over time, the course will move from the hypothesis of constructing a brand from scratch.

Contents

1) Introduction: a) definitions of the concept of brand and distinctions with the concept of product or trademark; b) history of the brand; 2) Strategic planning: a) definition of the area of business; b) analysis of the competitors' marketing strategies; c) consumer behaviour; d) definition of the brand architecture; e) definition of the points of parity and of the points of the difference; e) analysis of the Corporate Social Responsibility activities; f) analysis of brand's secondary elements; 3) Brand identity; 4) Marketing, Communication and Corporate Social Responsibility strategies to activate brand associations over the 4 CBBE's pyramid steps (awareness, goodwill, commitment, relation); 5) Measurement of results and updating of the brand.

Detailed program

Introduction

1. Presentation of the course
2. Definitions of the brand
3. Distinctions with the concept of product or trademark
4. History of the brand

Prerequisites

None

Teaching methods

Each lesson is organised in 3 parts:

1. Lectures
2. Interactive professor/students sessions on business cases related to the lecture of the day
3. Project works consisting of discussion sessions and exercises that the students will perform in groups

Assessment methods

The level of learning of the students attending the course for at least 70% of the lessons will be examined as follows:

1. _____
2. _____

The final grade will be communicated by the beginning of the first session of the exams.

Textbooks and Reading Materials

1. _
2. _____
3. _____

Additional Readings:

AAKER D., JOACHIMSTHALER E., *Brand Leadership*. New York, The Free Press, 2000

KAPFERER J.N., *The New Strategic Brand Management*. London, Kogan Page, 2012.

SCHMITT, B. *Experiential Marketing: How to Get Customers to SENSE, FEEL, THINK, ACT, and RELATE to Your Company and Brands*. New York, Free Press, 1999

Semester

Second semester

Teaching language

English
