UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Brand Strategy

2122-2-F7701M125

Learning objectives

The main aim of the course is to support students in understanding brands in contemporary issues. In addition students need to understand how to measure brand impact and relevance and the key elements to define a correct brand strategy (identity, image, personality, reputation, actions).

Contents

Main contents:

Brand, branding and brand strategy
Sustainable branding

Three pillars:
People. This part explores how concepts of business ethics, corporate social responsibility (CSR), corporate sustainability, and inclusion impact branding.
Planet. This part highlights the main advantages of the new approach of sustainable branding and the related limits of the previous concepts in the same field of study
Prosperity. This part tries to understand the subject in which sustainable branding, sustainability, and inclusion theories are placed and how they influence the creation of prosperity

Detailed program

- Brand Strategy
  It explores the concept of brand, how to measure brand impact and relevance. It focuses on the key

elements to define a correct brand strategy (identity, image, personality, reputation, actions)

- Place heritage and CSR: Synergies between cultural tourism and corporate branding
  It explores new corporate social responsibility (CSR) opportunities that arise from heritage-rich environments. The objectives of the chapter are to familiarise students with sustainable business practices that connect brands with cultural, societal, and environmental values

- Planet, people, product, packaging, pricing, and promotion (6Ps)
  It focuses on explicating the notion of environmental sustainability and the key issues embedded in it through the lens of the 6Ps – planet, people, product, packaging, pricing, and promotion – of green marketing practices and putting it in context

- Branding for social marketing: keys for success
  It highlights the fact that in recent years, both practitioners and academics have acknowledged the need to expand the marketing scope, including the well-being of society, among its main goals.

- Place, branding and smart growth
  It seeks to provide managers with insights into how sustainable brands can be built using the interrelated concepts of people, profits, and planet. The creating shared value concept is examined, and a business case is made for building sustainable brands, using place, branding, and smart growth as objectives

- Climate change, environmental auditing, and corporate/brand strategy
  It sets the scene for discussions on the relevance of climate change and its impact on corporate and brand strategy, especially in terms of environmental tools to mitigate climate risks (i.e. environmental auditing)

- Multicultural identity: Developing a comprehensive understanding of multicultural identity, its aspects and influence on business adaptability and sustainable brand
  It aims to develop a comprehensive understanding of multicultural identity, its aspects (communication barriers, norms and role, beliefs and values, stereotyping, ethnocentrism, and globalisation), and its influence on business adaptability (cross-cultural communication and cultural intelligence) and sustainable brand

- The unexpected players in branding and advertising: Advertising, traditional folk media, and influencer marketing
  It focuses on the branding through fashion bloggers and influencers and the way they revolutionised the concepts and theories of traditional advertising and then branding

Prerequisites

None

Teaching methods

Lectures
Practice exercises/case studies
Students presentation

Assessment methods

Written text

Textbooks and Reading Materials

Foroudi, P. & Palazzo, M. (eds) (2021). Sustainable BrandingEthical, Social, and Environmental Cases and Perspectives. Routledge: London

Semester

Second semester

Teaching language

English

Sustainable Development Goals

QUALITY EDUCATION