



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Brand Strategy

2425-2-F7701M125

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#### Learning objectives

The course of brand strategy aims to offer students marketing 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

##### ***The brand "as a country".***

In this part, the course will focus on defining the best strategy to create strong brands. To this end, the brand will be metaphorically considered as a country, as already discussed by Giampaolo Fabris and Laura Minestrone in "Valore e Valori della Marca" (Franco Angeli, Milan, 2004). More specifically, the topics covered will be: a) definition of the area of business; b) analysis of the competitors' marketing strategies; c) consumer analysis; d) description of the brand architecture; e) definition of the points of parity and of the points of the difference; f) analysis of the Corporate Social Responsibility activities; g) analysis of brand's secondary elements. From a didactic point of view, the basic hypothesis will be the creation of a brand from scratch.

##### ***Brand identity***

Two lessons will be held. In the first one, the attention will be focused on one of the most critical aspects of brand management: the design and implementation of the brand's so-called "DNA". To this end, the most important brand identity models will be proposed, including Aaker, De Chernatony, Kapferer and Semprini. Particular attention will be paid on the Kapferer model. The second one will focus on Keller's Customer Brand Based Equity model, one of the most important brand management models. A model that is important both to understand the brand's functioning better and to develop a correct omnichannel marketing and communication strategy.

##### ***\*\*Building brand value.***

In this part, the attention will be focused on the Marketing, Communication and Corporate Social Responsibility strategies useful to activate brand associations over the 4 CBBE's pyramid steps (awareness, goodwill, commitment, relation)

##### ***\*\*Measurement of results.***

In this part, the focus will be on brand performance measurement techniques.

## **Prerequisites**

None

## **Teaching methods**

Lessons organization:

- 3 lessons of 3 hours in-class live lectures
- 3 lessons of 3 hours online
- 13 lessons of 3 hours - in-class live lectures for the first part to engage with students and interactive activities in the second part. These lessons are in-class lessons.

Managers and CEOs from Italian and international companies and organisations will also participate as testimonial during the course.

**All sessions will be highly interactive.** Students are expected to participate in classroom activities, casework and two group presentations.

## Assessment methods

There is **NO difference between attending and non-attending students**

The students have **two alternative options**

### First option – Project works

1. Group work (oral presentation) of a case study concerning the definition of brand architecture: 40% of the grade; Tentative date: 19 April 2024
2. Group work (oral presentation) on the creation of a new brand & brand launch communication strategy: 60% of the grade. Tentative date: 7 June 2024  
The final grade will be communicated by the beginning of the first session of the exams.

### Second option – Traditional written exam

3. The students will be examined with a written exam of 5 single-choice questions and 3 open-ended questions on the one mandatory reference text and on course slides

## Textbooks and Reading Materials

1. Course slides;
2. Kevin Lane Keller, Vanitha Swaminathan, *Strategic Brand Management. Building, Measuring, and Managing Brand Equity, Global Edition (Fifth Edition)*. Pearson, 2020 (also available in electronic format);

\*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

## Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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