

Summer University Warsaw 2020 – SGH

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Course title: Brand Management

Duration: 28 contact hours

Objectives:

The main objectives of the course is to present the patterns, rules and objectives of brand management within a contemporary company. It is to deliver knowledge on the role the brands, brand managers, brand strategies play in the corporate strategy, its' implementation, corporate marketing and in building competitive advantages. It is also on the challenges and activities the brand manager faces.

Outline:

The course reflects contemporary approach to brands and brand management. It presents consumer behaviour, communications principles and brand related marketing models. It explores many of the issues the brand manager is facing. During the classes students will evaluate brands, discover brands relationships with consumers, and learn how to create brand equity and selected tools required to manage equity over time. The seminar will provide an overview of contemporary brand management challenges, launching and relaunching brands, brand building and managing and present the role of a brand manager. The environment, customers and markets became extremely flexible and demanding. Brand management, as a valuable asset of a company and a source of competitive advantages remains under the influence of all the changing market powers. That makes the brand management even more challenging as it used to be ever before.

The course is on how to create and manage brands, and make the corporate strategy work on the level of brands. It is on finding out what are the nowadays requirements for brand managers. It is also to present the challenges of commercializing brands of goods and services, globalization of brands, new communication channels, brand strategies and innovations in brands creation. The course delivers complex issues brand managers and possibly executives are to face.

The course includes lectures, presentations, discussions and case studies.

Learning outcomes:

After the course students:

- are familiar with contemporary brand management challenges,
- are aware of determinants influencing brands,
- know the challenges of contemporary customers,
- know how the brand strategy could be designed,
- know modern ways of communicating brands,
- are able to analyse the markets, factors influencing brands and discover the connections between them,
- can prepare a professional report on a brand audit,
- understand brand equity and performance.

Teaching methods:

Presentations, case studies, guest speakers, business professionals

Assessment:

Team work, project (50%)

Traditional, open questions exam (50%)

Journals & Books References:

1. Keller K.L. (2012). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th ed. Prentice Hall. London.
2. Heding T., Knudtzen Ch.F., Bjerre M., 2015, Brand Management. Research, theory and practice. Routledge, New York.