Universidad de Navarra

Brand Leadership (Gr. Marketing)

Teaching guide 2026-27

INTRODUCTION

Course description (the methodology and evaluation is subject to possible change before the start of the course in January 2027)

This class aims to teach the fundamentals of Brand Leadership by working subjects such as Brand Construction, from strategy to implementation, Brand Communications, how to make the best out of creative work, and Brand Experience, how to make all pieces connect for more relevant and engaging brand propositions. It will all be funded in the principles of building Brand Value and we will study the different approaches to measuring the Equity. Building strong brands depend as much on the companies behind them, as they do on the individuals leading their marketing, this course will take both approaches into teaching. Students will follow lectures and practical lessons.

- **Degree:** Marketing
- **Module in the Degree Program**: Module IV (Communication and Branding) / Subject II (Branding)
- **Number of credits:** 3 ECTS
- **Curso, semestre**: Fourth year, second semester
- **Type of course:** Required, obligatoria.
- **Instructors:**
  - Professor Katherine Rice (krice@external.unav.es)
- **Language:** English
- **Classroom:** 5 in FCOM
- **Schedule:**
  - Thursdays from 17:30 to 19:15 in classroom 5

LEARNING OUTCOMES (Competencies)

Students are expected to be able:

To read books from leaders of great companies and be able to synthezise the content into 2' long videos that reflect:

1. To identify the steps in implementing a brand equity, and to describe effective qualitative research techniques for tapping into consumer brand knowledge.
2. To profile and contrast some popular brand equity models, management systems, and to recognize the multidimensionality of brand equity and the importance of multiple methods to develop the brand reputation.
3. To understand the growth levers for a brand: diversification, both in product or services, in their geographical spread and their innovation capacity
4. To understand that what really matters is people, both inside and outside the company, and deep dive into what to do from a leadership position

To discuss the learnings of two books: Las 8 claves del liderazgo del monje que vendió su Ferrari (Robin Sharma) and La sensación de fluidez (Juan Carlos Cubeiro).

Skills and attitudes

Students are expected to be able:

- To develop clear and systematic work habits, exercised in a stable manner throughout the course.
- To experience and draw practical consequences of teamwork in contrast to individual work.
- To develop expressive skills oriented to the preparation of videos expressing both the substance of the matter as the emotions related to it.
- To develop his imaginative skills, to seek new solutions to common problems.
- To have the ability to speak in public presentations and other forms of oral exposure, as well as to present results in written form tailored to the needs of the recipient.
- To understand the professional activity as a service to the person and society and promotes the demand for honesty for responsible professional development.

Learning outcomes

Students are expected to demonstrate:

1. The understanding of the concepts and brand valuation tools explained throughout the course.
2. The resolution of practical work related to the assessment of the value of brands.
3. The understanding of readings and marketing texts on specific brand equity topics made available to the student throughout the course.
4. The analysis and discussion of problems on brand topics in public.

Course competences (related to the Degree Competences)

- CE18 - To know the fundamentals of brand management and to apply them efficiently, adapting them to the particularities of the different types of brands of goods and services.
- CG4 - Apply marketing tools from an analysis and a deep understanding of the functioning of markets and consumer behavior.
- CB2 - Students are able to apply their knowledge to their job or vocation in a professional way. They prove their general competencies by developing and defending arguments and solving problems within their subject area.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include reflection on relevant social, scientific or ethical topics.
- CB4 - Students can communicate information, ideas, problems and solutions to both specialized and non specialized audiences.
- CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

PROGRAM

1. **January 13**: Benjamin Zander video: The Downward Spiral

2. January 22. Video Assignment on Benjamin Zander Learnings

3. January 27. The Ritual of a compelling Future Focus Discussion in class.

4. February 3. Video Assignment discussion on the book: Joy, Inc. by Richard Sheridan from Menlo Innovations

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5. February 10. The Ritual of Human Relationships and The Ritual of Team Unity. Discussion in class

6. February 17. **Video Assignment discussion on the book: No Rules Rules by Red Hastings from Netflix**

7. February 24. The Ritual of Adaptability and Change Management .Discussion in class

8. March 3. Video Assignment discussion on the book: Hit Refresh by Satya Nadella from Microsoft

9. March 10. The Ritual of Self Leadership. Discussion in class

10. March 17. **Video Assignment discussion on the book: Shoe Dog by Phil Knight from Nike**

11. March 24. **Individual video on What We Have Learned**

•The Rituals are part of Robin Sharma's book: **Leadership Wisdom from the Monk Who Sold His Ferrari**

EDUCATIONAL ACTIVITIES

The working method for this subject is designed to achieve the different objectives set out in the previous description, the knowledge to understand how Brand Leadership works, and the skills and abilities that a marketing manager would need.

The work required from students is the following:

1. **Attendance:** Regular class attendance is essential for the good developing of the subject. Given the way of teaching, without printed notes and with participation in classes, it is important to have some personal notes to compare with the other students and to discuss in class. (24 h.)
2. **Participation:** class participation is as essential to this subject as classwork and tests. All learning methods are oriented to gaining personal criteria and that can be shown through general discussion.
3. **Study:** Students must read the compulsory books and all other supporting-texts shared in class.
4. **Groupwork:** Students will perform 6 group videos and 1 individual. Visualizing group videos will take the form of workshops. (12 h)

ASSESSMENT

- Classwork (work in groups) will count for **70%** of the final grade.
- Contribution in class (valuable inputs by talking in class discussions) will count for **20%** of the final grade. **3** points can be won for class contribution for those who are frequently participating (more than 20 times). Without contributing more that **10** times, the maximum personal grade can only be be an **8.**
- The las individual assignment: What We Have Learned will count for **10%** of the grade.
- Attendance is compulsory. Only two absences will be accepted and for every single extra absence will 0,5 points will be discounted from your grade.

OFFICE HOURS

Ms. Katherine Louise Rice (krice@external.unav.es)

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- **Please request an appointment via e-mail**

BIBLIOGRAPHY

Compulsory reading:

- **Joy, Inc** How We Built a Workplace People Love, Richard Sheridan. 2013, Portfolio Penguin, ISBN 978-1-59184-712-0 Localízalo en la Biblioteca
- **No Rules Rules,** Netflix and the Culture of Reinvention, Erin Meyer, 2020, WH Allen, ISBN 9780753553664 Localízalo en la Biblioteca
- **Hit Refresh,** A Memoire by Microsoft CEO, Satya Nadella, 2018, ISBN 978-0008247690 Lo tengo en Italiano y no se el editor en inglés Localízalo en la Biblioteca
- **Shoe Dog,** A Memoir by the Creator of Nike, Phil Knight, 2016,Simon & Shuster, ISBN 978-1-4711-4672-5 Localízalo en la Biblioteca
- **Leadership Wisdom from the Monk Who Sold His Ferrari,** Robin Sharma Localízalo en la Biblioteca