



Universidad
de Navarra

Introduction to Branding (Marketing)

Guía docente 2023-24

INTRODUCTION

Course description:

The course aims to be an introduction to the discipline of brand management and highlight the pivotal role of branding in today's business environment. This course provides students with an account of how successful brands are created, build and managed. Some subjects that will be covered are how brand images and messages are created and the theory of positioning brands in the market.

- **Degree:** Marketing
- **Module in the Degree Program:** Communication and Branding (Module IV in Marketing)
- **Number of credits:** 6 ECTS
- **Year:** Second year, first semester
- **Type of course:** Required
- **Instructor:** Dr. D. Jürg Kaufmann (Profesor Contratado Doctor)
- **Language:** English
- **Department:** Marketing and Media Management - School of Communication
- **Lecture schedule:**
 - Mondays from 17:30 to 19:30 in classroom 2
 - Thursdays from 17:30 to 19:30 in classroom 1

COMPETENCIES

Specific competencies of the course

- CE19 - To understand the basics of brand management and apply them efficiently, adapting them to the particularities of the different types of brands of products and services.

General competencies of the degree in Marketing

- CG2 - To know and value the marketing role from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.
- CG4 - Apply marketing tools from an analysis and a deep understanding of the functioning of markets and consumer behavior.

Core/basic competencies

- 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.



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PROGRAM

Part 1: Opening perspectives

- Chapter 1. Brands and brand management

Part 2: Developing a brand strategy

- Chapter 2. Customer-based brand equity and brand positioning
- Chapter 3. Brand resonance and brand value chain

Part 3: Designing and implementing brand marketing programs

- Chapter 4. Choosing brand elements to build brand equity
- Chapter 5. Designing marketing programs to build brand equity
- Chapter 6. Integrating marketing communications to build brand equity
- Chapter 7. Leveraging secondary brand associations to build brand equity

EDUCATIONAL ACTIVITIES

I. CLASSROOM TEACHING ACTIVITIES

1. Lectures: Lectures are given by the professor on the themes indicated in the syllabus with the help of powerpoint presentations. The slides will be available for download on ADI after the lecture.

2. Weekly exercise: Each Thursday at the end of class students will be informed about the weekly exercise they have to write in their personal exercise diary.

3. Class project: Students will have the opportunity to develop a group project. The project will be explained once we cover chapter 4.

4. Evaluation: There will be a final exam to assess the successful accomplishment of the course objectives.

II. PERSONAL WORK

Students must understand the themes covered early in the semester to be able to comprehend information presented later in the course. They also will need to integrate material learned throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular time outside of class to work on the course material on a weekly basis.

Credits/hours distribution of the activities. 6 ECTS= 150 h (25 h/ECTS)

The tasks that students develop over the course are distributed as follows:

- 52 hours of lectures
- 10 hours of weekly exercise in the diary
- 10 hours for class project
- 76 hours of individual study
- 2 hours for the final exam

Total of 150 hours



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ASSESSMENT

To calculate the final grade, course performance and grading will be determined as follows:

- Final exam.....50%
- Class project.....30%
- Weekly exercises in diary.....20%

The final exam will be held on the examination period of December.

Criteria to pass the course

- Students whose final grade is 5 points or more will pass the course. You need to pass the final exam before the final grade is calculated.
- Students whose final grade is below 5 points will not pass the course and will be graded as *Suspense*. They will have to attend an extraordinary exam in June.
- Students who do not take the final exam will not pass the course and will, therefore, be graded as *No presentado*.

Exam review

- Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

Evaluation in the extraordinary call

- **For those who do not pass the course in May or did not take the exam** (grades *Suspense* or *No presentado*) there will be an exam in June which will account for 100% of the final grade (if the other activities do not increase the average grade).

OFFICE HOURS

Dr. D. Jürg Kaufmann (jkaufmann@unav.es)

- Despacho 0711 Edificio Ismael Sánchez Bella. Planta 0.
- **Please request an appointment via e-mail**

BIBLIOGRAPHY

Main Textbook

- Title: **Strategic Brand Management** [Find it in the Library](#)
- Author: Kevin Lane Keller
- Publisher: Pearson, Global Edition, 2013 Fourth Edition or 2019 Fifth Edition
- Recommended place of purchase: Amazon Kindle Version (e-book)

Additional bibliography (optional)

- The Brandbook by Waly Olins
- Brand New by Waly Olins
- Building strong brands by David A. Aaker
- The New Strategic Brand Management by Jean Noël Kapferer
- How Brands Grow by Byron Sharp



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- Designing Brand Identity by Alina Wheeler