Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2024

Brand Management

Prof. Dr. Carsten Baumgarth, Berlin School of Economics and Law, Germnay

SHORT COURSE DESCRIPTION

In today's dynamic business landscape, brands have emerged as powerful assets that drive customer loyalty, competitive advantage, and long-term profitability. This course offers a comprehensive exploration of brand management, focusing on how brands serve as key drivers of value for organizations across industries.

Through a blend of theoretical frameworks and practical case studies, students will gain a deep understanding of the various aspects of brand management and its significance in contemporary marketing strategies. The course will cover essential topics including:

- Fundamentals of Branding
- Brand Identity, Corporate Culture and Positioning
- Brand Touchpoints
- Brand Equity Measurement and Management
- Technology Brands
- Artificial Intelligence in Brand Management
- Brand Ethics, Sustainability and Responsibility

Throughout the course, students will analyze real-world case studies, engage in group discussions, and participate in hands-on exercises to apply theoretical concepts to practical brand management scenarios. By the end of the course, students will be equipped with the knowledge and skills to effectively manage brands as drivers of value, enabling them to make informed strategic decisions.

Instructor: Prof. DR. Carsten Baumgarth
Class Time:
Classroom:
E-mail: carsten.baumgarth@hwr-berlin
Internet: www.cbaumgarth.net

READING MATERIALS

No textbook is required. All reading materials will be available prior to class in PDF format.

COURSE REQUIREMENTS AND GRADING

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of SKKU ISS students. If a student must miss a class or leave early, s/he needs to notify the instructor in advance. The student is responsible for any assignments or requirements missed during an absence. A minimum of 80 % attendance in all classes are a prerequisite, but not part of the evaluation. An attendance rate of 80% or above (within 3 unexcused absence) will result in failure of the course.

The evaluation of your performance is based on the following elements:

- Individual task I: Current challenges for a selected brand   15 %
- Individual task II: Brand Positioning Exercise   15 %
- Individual task III: Touchpoint analysis for one selected brand   15 %
- Final group presentations: Holistic analysis of a brand (last week) 55 %

Total: 100 %

Final Grade:

90-100%	A	PASS
87-89%	B+	PASS
84-86%	B	PASS
80-83%	B-	PASS
77-79%	C+	PASS
74-76%	C	PASS
70-73%	C-	PASS
67-69%	D+	PASS
60 – 68 %	D	PASS
59 % or lower (or < 80 % attendance rate)	F	FAIL

COURSE SCHEDULE

– WEEK I –

Monday (1 July)
Opening: What is brand?

Tuesday (2 July)
Current challenges of brands

Wednesday (3 July)
Brand theories: "Standing on the shoulders of giants" - Different spotlights on our understanding of brands

Thursday (4 July)
Brand effects I: How cool and competent is a brand?

Individual task I: Current challenges for a selected brand

– WEEK II –

Monday (8 July)
Brand Effects II: How does a consumer perceive and evaluate a brand?

Tuesday (9 July)
Brand Management I: "A brand is not a logo": Holistic brand management: Brand Canvas

Wednesday (10 July)
Brand Management II: "If you want to build a ship, don't drum up people together to collect wood

and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea": Corporate Culture, Positioning & more

Thursday (11 July)
Brand Management III: Indirect brand touchpoints: branding and brand leveraging

Individual task II: *Brand Positioning Exercise*

– WEEK III –

Monday (15 July)
Brand Management IV: Walk the talk: Brand Touchpoints

Tuesday (16 July)
Brand Performance I: Are you ready to elevate your brand to new heights? Brand Touchpoint Evaluation and Brand KPIs

Wednesday (17 July)
Brand Performance II: Overall and holistic approaches: Brand Equity and Brand Audit

Thursday (18 July)
Current topics I: Empowering Tomorrow - Where Innovation Meets Impact: Technology brands

Individual task III: *Touchpoint analysis for one selected brand*

– WEEK IV –

Monday (22 July)
Current topics II: Welcome your new colleague – artificial intelligence in brand management

Tuesday (23 July)
Current topics III: A brighter generation for futures to come: Sustainability

Wednesday (24 July)
Final group presentations: *Holistic analysis of a brand*
Course wrap-up