

International Brand Management

Course Outline

In today's highly competitive world, understanding the consumers and their wants could make the difference between winners and losers; hence firms are shaping their marketing function to achieve a strong consumer orientation. Brand management is central to the successful implementation of marketing strategies. Brand management, in brief, can be defined as planning for and controlling the firm's existing and new products so that they satisfy consumer needs and meet corporate goals. The global objective of this course is to provide the students with a good grasp of brand management; specifically the course aims to strengthen the students' conceptual skills, and decision-making abilities in various facets of brand management.

Class time will be spent on cases and lecture-discussions. The cases in this course will be a carefully chosen mix of classic and more recent cases designed to maximize learning. The lecture material will introduce you to the terminologies of brand management and typically describe the process and factors needed to make a managerial decision. The lecture material will also introduce you to the intricacies of managing brands where the line between success and failure can be quite thin. The goal of lecture-discussions is to understand in-depth, key concepts in important topic areas. Many examples of real-world brands will also be discussed during the lectures.

Case analysis is one of the best ways of sharpening your decision-making skills. Cases also reflect the ambiguities and uncertainties of real-life problems. To benefit from the case method, students should thoroughly read and analyze the case.

Class participation will be an important part of one's development in this course. Management decisions in the real world are often arrived at after discussion and have to be effectively communicated. The class discussions serve as a training ground for such skills.

Class Schedule

<u>Day</u>	<u>Topic</u>	<u>Assignment</u>
1	<i>Introduction to the Case Method</i> <i>The Importance of Branding and Building Brand Equity</i> Cases: <i>I & II</i>	
2	<i>Brand Management and Product Positioning</i> Harvard Case: <i>Procter & Gamble</i>	Read Case Class Discussion of Case
3	<i>Marketing Strategies for Brand Building</i> Harvard Case: <i>Suzuki Samurai</i>	<i>Suzuki Samurai</i> Case Analysis Write-Up by Students Individually
4	<i>New Products and Brand Extensions</i> Cases: <i>III & IV</i>	
5	<i>Global Branding</i> Harvard Case: <i>Citibank</i>	In-Class Case Analysis by Student Groups Group Presentations by Students Final Exam Write-up of Case for later submission.

Course Objectives

The objectives of the course are three fold: 1) providing the students with the conceptual framework of brand management, 2) expanding their decision-making capabilities in various facets of brand management, and 3) implementing brand management decisions in the international arena.

Grading

Discussion and class participation	10%
Cases	40%
Final exam	50%