

Valid from 2025.FS

Module description: Brand Management					
Module Code	w.BA.XX.2BM-IM.XX				
ECTS Credits	3				
Language of Instruction/Examination	English				
Module Description	This module covers well-established frameworks of strategic brand management and then focuses on a very particular school of thought that originated in the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia. Between classes, extensive reading brings students up to speed with this approach that has transformed the marketing of global brands such as Coca-Cola, Mondelez, Castrol, and Nestlé. The Ehrenberg-Bass philosophy of brand management offers a compelling perspective on how brands grow and provides a mindset that will set you up for an impactful career in marketing and advertising.				
Organizational Unit	Institut für Marketing Management				
Module Coordinator	Jesse Bächler				
Deputy Module Coordinator	Anna-Maria Strässner				
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Marketing • Business Administration - Specialization in Risk and Insurance • International Management 				
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009				
Module Category	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type</td> <td style="width: 50%;">Program Phase</td> </tr> <tr> <td>Compulsory Elective</td> <td>Main Study Period</td> </tr> </table>	Module Type	Program Phase	Compulsory Elective	Main Study Period
Module Type	Program Phase				
Compulsory Elective	Main Study Period				
Prerequisite Knowledge	Advanced Business English 1 and 2				
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 				

Module description: Brand Management

Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 																														
Module Learning Objectives	Students... <ul style="list-style-type: none"> • can explain how brands and their customer bases grow. • can describe a brand's competitive set and customer behavior. • can explain what price promotions really do and why loyalty programs don't work. • can correctly apply a brand-identity framework to thoroughly describe a brand. • can assess a brand's positioning and draw recommendations from their analysis. • can create an identity-based brand strategy aimed at growing a brand's customer base. 																														
Module Content	<ul style="list-style-type: none"> • The traditional (identity- and positioning-based) approach to brand management • The Ehrenberg-Bass approach to brand management • Building mental and physical availability • Creating and managing distinctive assets • Consumers and their brands 																														
Links to other modules	This module is linked to the following modules:																														
Digital Learning Resources	<ul style="list-style-type: none"> • None 																														
Methods of Instruction	<ul style="list-style-type: none"> • Lecture • Problem-Oriented Teaching • Literature Review 	Social Settings Used: <ul style="list-style-type: none"> • Group Work • Individual Work 																													
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>28 h</td> <td>-</td> <td></td> </tr> <tr> <td>Small Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Total</td> <td>28 h</td> <td>0 h</td> <td>62 h</td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	-		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	28 h	0 h	62 h
	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																												
Large Class	28 h	-																													
Small Class	-	-																													
Group Instruction	-	-																													
Practical Work	-	-																													
Seminar	-	-																													
Total	28 h	0 h	62 h																												

Module description: Brand Management

Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Brandscape	Grade	Einzelarbeit	0	50.00
	Talk/oral presentation	Grade	Gruppenarbeit	20	50.00
Classroom Attendance Requirement	80% Attendance will be monitored.				
Compulsory Reading	<ul style="list-style-type: none"> • Romaniuk, J. (2018). Building Distinctive Brand Assets. 2nd Edition. Australia & New Zealand: Oxford University Press. ISBN 9780190311506. • Sharp, B. & Romaniuk, J. (2018). How Brands Grow. Part 2. Including emerging markets, services, durables, new and luxury brands. 2nd Edition. Australia & New Zealand: Oxford University Press. ISBN 9780195596267. • Sharp, B. (2017). How Brands Grow. What Marketers Don't Know. 8th Edition. Australia & New Zealand: Oxford University Press. ISBN 9780195573565. 				
Recommended Reading					
Comments	Students are expected to purchase or otherwise acquire the necessary textbooks.				