Valid from 2026.HS

Module description: Brand Management, Communications & Reputation Management

Module Code	w.MA.XX.BMC.14HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	Students are able to manage a brand, conduct strategic communication planning, and develop and evaluate the right marketing communication disciplines for specific situations. The classes cover the strategic brand management process and communication management as part of operative brand management. Students learn how brands are planned (brand goals, identity creation, positioning), how brands are organized within multi-brand organizations (brand architecture), and how brands are managed successfully over time (brand evolution). Communication management includes reputation management, issues management, crisis communication, and firestorms. Students learn how to identify potential crisis issues and how to act in them. Furthermore, specific brand situations are discussed, including digital branding, branding in multinational enterprises, and luxury brands. Case studies, group assignments, and guest lectures are used to help the students understand the possible uses of strategic and operational branding.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Bettina Beurer-Züllig
Deputy Module Coordinator	Florian Gasser
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	**Module Type** Compulsory
Contribution to Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Learning Objectives	**Professional Competence** • 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** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility

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Module Learning Objectives

Students...
- are able to explain different communication tools to the full extent of their complexity.
- are able to replicate challenges and gaps between brand identity and brand perception.
- are able to identify and formulate the success factors for brand communication.
- can identify potential reputational threats to the brand.
- are able to monitor the comprehensive brand experience (brand-building and brand management).
- are able to suggest corporate communication measures and communicate during a crisis.
- are able to assess corporate communication measures within a framework of legal considerations, rules, and regulations (brands and advertising).
- are able to value brands and interpret goodwill.
- are able to assess the significance of professional brand management in the current competitive environment.
- are able to reproduce the process of identity-based brand building.
- are able to classify the challenges of closing the gaps between brand perception and brand identity.
- are able to reflect on the value terms and their importance for the various stakeholders of a company.
- are able to communicate the basic positioning approaches and the process of personality-oriented brand positioning using practical examples.

Module Content

- Managing brands, value propositions
- Reputation management
- Communication concept and planning
- Brand experience management
- Brand identity, brand positioning, and brand architecture
- Issues management and crisis communication
- Luxury brands
- Multinational branding
- Firestorms
- Brand purpose and brand activism
- Digital brand management
- On-brand behavior

Links to other modules

Linked Module
w.MA.XX.ICM.14HS / Integrated Customer Management: Recruitment, Development & Retention w.MA.XX.PSIM.14HS / Product, Service & Innovation Management

Digital Learning Resources

- Teaching Videos
- Teaching Materials
- Case Studies (with Key)

Methods of Instruction

- Interactive Instruction
- Literature Review
- Lecture
- Exercises
- Case Studies
- Project Work
- Discussion
- Guest lectures by practitioners

Social Settings Used:
- Group Work
- Individual Work

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Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	28 h	-	
Project Work	-	30 h	
Seminar	-	-	
Total	**56 h**	**30 h**	**94 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	open book	60	50.00%
Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	

	Assessment	Format	Length (min.)	Weighting
Social Media Content *Students create social media content for a brand of their choice (group work)*	Pass/Fail	Group work	0	0.00%
Brand diary & brand scape *Students create their own brand diary and brand scape (individual work)*	Pass/Fail	Individual work	0	0.00%
Talk/oral presentation	Grade	Group work	20	50.00%

Classroom Attendance Requirement

None

Compulsory Reading

- Kapferer, J. (2012). The New Strategic Brand Management. 5th Edition. Kogan Page. ISBN 978-0-7494-6515-5.

Recommended Reading

- Kapferer, J. (2015). Kapferer on Luxury - How Luxury Brands Can Grow Yet Remain Rare. 1st Edition. Kogan Page. ISBN 9780749474362.
- Kotler, P. & Sarkar, C. (2021). Brand Activism: From Purpose to Action. IDEA BITE PRESS. ISBN 1734244119.
- Dahlen, M. & Smith, T. & Lange, F. (2009). Marketing Communications: A Brand Narrative Approach. Wiley. ISBN 978-0-470-31992-5.

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Comments	The performance assessment is a group project consisting of three parts: **1. Activation of group assignment (via Moodle):** Registration is compulsory. Failure to register will result in the deduction of a whole grade point from the module's final grade. **2. Preparation and submission of slide set/concept:** The deadline is final. Failure to meet the deadline will result in the deduction of a whole grade point from the module's final grade. This applies to all students in a group. Active participation is compulsory. Failure to contact the group within 62 hours and/or failure to participate in the assignment will result in the deduction of a whole grade point from the module's final grade for the respective group member. **3. Presentation:** Participation in the presentation is compulsory. Failure to participate will result in the deduction of a whole grade point from the module's final grade for the respective group member. Supplementary examinations may not be set, and assessed work may not be resubmitted.