

Valid from 2025.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	<p>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.</p>
Organizational Unit	Institut für Marketing Management
Module Coordinator	Bettina Beurer-Züllig
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Marketing
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
Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility

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Module Learning Objectives	Students... <ul style="list-style-type: none">• 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 formulate the success factors for brand communication.• are able to identify the success factors for strategic communication.• 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	<ul style="list-style-type: none">• 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	This module is linked to the following modules: <ul style="list-style-type: none">• w.MA.XX.PSIM.14HS• w.MA.XX.ICM.14HS																											
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Case Studies (with Key)																											
Methods of Instruction	<ul style="list-style-type: none">• Case Studies• Lecture• Interactive Instruction• Literature Review• Project Work• Exercises• Discussion		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work																									
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Lecture</td><td>28 h</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>28 h</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>-</td><td>30 h</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>56 h</td><td>30 h</td><td>94 h</td></tr></table>					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
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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	
	Others	Assessment	Format	Length (min.)	Weighting
	Social Media Content <i>Students create social media content for a brand of their choice (group work)</i>	Pass/Fail	Gruppenarbeit	0	0.00
	Brand diary & brand scape <i>Students create their own brand diary and brand scape (individual work)</i>	Pass/Fail	Einzelarbeit	0	0.00
	Talk/oral presentation	Grade	Gruppenarbeit	20	50.00
	Classroom Attendance Requirement	None			
Compulsory Reading	<ul style="list-style-type: none">• Kapferer, J. (2012). The New Strategic Brand Management. 5th Edition. Kogan Page. ISBN 978-0-7494-6515-5.				
Recommended Reading	<ul style="list-style-type: none">• Dahlen, M. & Smith, T. & Lange, F. (2009). Marketing Communications: A Brand Narrative Approach. Wiley. ISBN 978-0-470-31992-5.• 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.				
Comments	<p>The performance assessment is a group project consisting of three parts:</p> <p>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.</p> <p>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.</p> <p>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.</p>				