



Brand Management

The Sofaer MBA program – Spring 2012

Lecturer: Dr. Liraz Lasry

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If needed, I would be happy to set meetings or personal talks on the course subjects (or related subjects). You can also contact me by email. In order to make sure you will receive an answer when needed, please send the email at least a few days before you wish to have the conversation, meeting, etc.

Teaching assistant: Maya Schneider

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About the course:

In the last few years, the brand management area seems to be one of the major areas contributing to many firms' marketing success, as is reflected by the growing attention and resources allocated by managers to the issue, and by the great interest in brand management and branding issues in the business media.

During this course, we will review several fundamental issues in brands management. We will discuss the definition of brand roles, how branding is connected to the firm's marketing strategy, the brand elements (e.g. choosing a name or a logo), brand portfolio (the connection between a firm's different brands), brand extension (should we use the brand name in new markets), brands alliances, brand value and equity, and other relevant issues, as time allows.

Course assignments and the composition of the final grade:

1. Case study (20%)

One case study – the Burberry case, in group (groups size will depend on the amount of students in class).

Case studies will be handed in by 09:00 am on the scheduled date.

There will be a discussion on the case on that day, thus being late will necessarily mean grade deduction

2. Exam (80%)

3. attending classes and participating in discussions (up to 20%*)

Participating in discussions indicates your level of involvement, and is important to get the best out of this course and to create interesting discussions for you and your classmates. Past experience demonstrates that students come from different areas, thus each of you can improve the quality of the course by sharing his/her insight and examples. **The bonus points (see below) will be given on the basis of your comments' quality (rather than quantity)**

It is highly recommended to attend all meetings.

Students are asked to arrive on time. Please respect your classmates who did arrive on time. You are asked to close cellular phones and refrain from using laptops (in special cases please approach me)

**The bonus will not be relevant for most students in this course. The final grade will be affected only in cases of an extremely positive involvement (such as constant contribution to discussions) or an extremely negative one (such as being late constantly or missing many classes). The weight of the bonus grade will be up to 20%.*

Ethics

The case study is intended to help you link the course to an actual example and learn from the experience of others. However, the number of good available cases is limited, and we sometimes use previous cases. In order to be clear on that point, using material from previous/parallel courses, and/or another person outside your working group, are strictly forbidden and are a violation of trust, the responsibility in this issue is on all group members.

Literature

Books

The course is largely based on two sources written by two of the most famous branding researchers and consultants. Both are available in the library

1. David A. Aaker (2004) *Brand Portfolio Strategy*, Free Press.
2. Kevin Lane Keller (2007), *Strategic Brand Management*, Prentice Hall

*Course subjects
Introduction and definitions
Building a brand: <ul style="list-style-type: none">- brand positioning- brand values- brand elements
Brands management: <ul style="list-style-type: none">- managing brand portfolio- brand extensions
Measuring the results: <ul style="list-style-type: none">- brand equity- brand value
Summary

*plan is subject to changes, we will cover these subjects as time allows