



Postgraduate programmes

Syllabus

Advanced Brand Management 4

Module Code: ABM401

Credits: 20

IMM GSM: Year Level: 4

NQF Level: 8

**Nature: Core for Postgraduate Diploma in Marketing Management
Elective for B Phil (Hons) in Marketing Management**

Status: Postgraduate

Module Specific Outcome/s

Understand what strategic brand management entails.

Discuss how strong brands are build and illustrate how brand performance can be measured.

Discuss the planning and implementation of brand marketing programmes.

Description of Units

Study	Description	Learning Outcomes
1	Strategic implications of branding	<p>Discuss the importance and value of brands. Explain the changing nature and application of branding in organisations. Explain the importance of brands to organisations. Understand the meaning, function, importance and metaphors of brands. Discuss the sociological and cultural diversity influences on branding. Understand the meaning of brand equity and why it is important to put a value to brands. Examine the benefits, different approaches and methods of valuing brands and the strategic implications of brand valuation. Explain and examine the different business management models. Discuss the strategic implications of business building in brand building. Apply the management models of business building to brand building. Identify the critical components of successful brand building. Discuss the use of a brand value chain. Measure brand performance using comparative and holistic methods. Discuss how branding evolves from a marketing issue to becoming a strategic concern for the boardroom. Discuss the role of senior management and/or the CEO as brand custodian in large companies and in SMEs. Discuss the different reasons why brands need to be managed at the corporate level for various industries by identifying the different environments and actors in these industries.</p>
2	Managing brands – creating and sustaining brand equity	<p>Define brand values and explain the importance of developing brand values. Formulate a brand essence statement. Understand the branding components, the make-up of brand identity and its system. Examine the concept of brand personality and brand image. Understand how a brand image is built. Evaluate the different means of building a brand image. Explain the concept of strategic brand image management. Study the process of brand positioning and positioning decisions. Examine the criteria for successful positioning. Identify and establish brand positioning. Discuss the development of competitive brand positioning. Discuss and apply the different positioning strategies to brand positioning. Discuss the factors contributing to successful brand building and those impeding it. Discuss the composition of the various brand building models. Discuss the positioning guidelines. Define and establish core brand associations. Develop and manage a brand personality. Explain how to update brand positioning over time. Distinguish between brand architecture and brand hierarchy. Design a branding strategy and product relationships. Explain the challenge of growing brands in mature markets. Discuss process of sustaining brands over the long term.</p>
2b	Managing brands – grow and sustaining brand equity	<p>Distinguish between brand architecture and brand hierarchy. Understand how the brand portfolio is managed. Discuss process of sustaining brands over the long term. Examine the process of brand relationship optimisation. Design a strategic balance brand portfolio. Examine brand structure in international markets, its context and relevance and the differences between those in domestic markets.</p>

		<p>Understand and appreciate the importance of and rational for brand extension and category extension.</p> <p>Discuss the concepts of brand linkage, brand relationship and brand symbiosis or shared benefits.</p> <p>Examine the possible effects of brand extension on brand equity.</p> <p>Follow a systematic procedure to carry out brand extension and assess the scope for brand extension.</p> <p>Appreciate why a brand life cycle is not as straightforward a concept as a product life cycle.</p> <p>Study how brands develop and the stages of branding.</p> <p>Study the stages of a brand life cycle.</p> <p>Manage brands across their life cycle.</p> <p>Explain the challenge of growing brands in mature markets.</p> <p>Study how to manage global brands.</p> <p>Apply the concept of brand image management for brands across industries.</p> <p>Explain the meanings of brand and corporate reputation in business.</p> <p>Discuss and apply the process of reputation building to build branding and corporate reputation across industries.</p>
3	The new business environment - Planning and implementation of brand programmes	<p>Identify the criteria for choosing brand elements.</p> <p>Discuss the options and tactics for brand elements.</p> <p>Design a marketing programme to build and support brands.</p> <p>Explain how to leverage secondary brand associations to build a brand.</p> <p>Examine the new competitive environment and how it influences brand strategy.</p> <p>Explain in detail the notions of market convergence, market entry timing, distributor's timing and channels evolution, competitive branding.</p> <p>Examine and discuss the differences between a retail brand and a manufacturer or national brand, in terms of their strengths and weaknesses.</p> <p>Examine how a store brand is built, sustained and grown.</p> <p>Explain the meaning of and relationship between branding and packaging design.</p> <p>Explain how packaging can communicate value and reinforce the brand message.</p> <p>Discuss the techniques employed in executing the brand strategy on the package.</p> <p>Explain and distinguish the different meaning among the concepts of COOB, COM, BO and MCO.</p> <p>Identify the potential problems of MCO and discuss its effect on brand equity..</p> <p>Understand the nature of country umbrella branding and place branding</p> <p>Understand the role of country umbrella branding and the benefits it brings to the promotion of a country.</p> <p>Examine Country of Origin effects on Brand Origin.</p>