

# MBA MKT-561 Advanced Brand Management

Class	MBA
Instructor	Qashif Effendi / Uroosa Fatima – Teaching Assistant
Office Location	Visiting Faculty / Online
Counselling Hours	Monday 9.30 pm (after the class timings)

Class details	
Class Timing and Room	6.30 – 9.30 pm (Monday) City Campus
Session Day(s)	Monday
Credit Hours:	3 Credit Hours
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Course Description
Branding affects all aspects of our lives. In fact, each one of us is a brand as well. It goes well beyond glossy packaging as it entails working on all aspects of the value chain. Brand management ensures that there is a disciplined and organized way in which companies enhance the value they provide to their stakeholders. The course will aim to understand how the concept of advanced branding works and how we can use it in our personal and professional lives.

MBA Program Learning Goals
<p><b>1. Communication Skills</b> The students will be able to communicate effectively in wide variety of business settings, employing mediums such as written, oral and visual.</p>
<p><b>2. Knowledge of All Business Disciplines</b> Students will be able to demonstrate understanding of theory and practice in relation to major business related functions.</p>
<p><b>2. Critical Thinking</b> Students are able to develop a critical approach in research and use of management theory and practice leading to effective decision making</p>
<p><b>4. Ethics</b> Students will have an understanding and awareness of the ethical implications of their decisions</p>
<p><b>5. Glocal Mindset</b> Students will develop an appreciation of global best practices and learn to adapt them to local cultural contexts.</p>

ABM Course Learning Outcomes
<ol style="list-style-type: none"> <li>To explore theories, concepts, techniques and models in advanced branding.</li> <li>To enhance students' ability to critically analyze advanced branding strategies against a backdrop of active and assertive consumers.</li> <li>To examine advanced branding efforts in the face of competitive threats and challenges.</li> </ol>
<p><b>Skills/Abilities</b> The course will inculcate skills on team working, decision making, communication and analytical skills.</p>

**Teaching and Learning Methodology**

LMS will be used to share reading material with the students. The pedagogy used for the course will be a combination of:

- Live cases/ campaigns/ guest speaker sessions
- Written analysis of case
- Oral case discussion
- Short Ads/Videos and their discussion
- Role Plays/Activities/Experiential learning
- In-class assignments
- Lecture slides
- Readings (online and Embedded in Slides)
- Presentations/Debates – both formal and informal
- Exams
- Self-Study

Course Learning Outcomes mapped to Program Goals						
Program Goals		Communication Skills	Knowledge of All Business Areas	Critical Skills	Ethics	Global Mindset
Course Learning Outcomes						
1			X			X
2		X	X	X	X	X
3		X	X	X	X	X
Week & Readings		Mapping to Course Learning Outcomes	Session Topic			
Week 1		CLO 1	<ul style="list-style-type: none"> <li>• Introduction to course and the instructor</li> <li>• Advanced Branding &amp; Brand Management (What is a brand? What is branding?)</li> <li>• The new rules of advanced brand management esp. in the digital age</li> </ul>			
Week 2 BL: Chapter 1		CLO 1	<ul style="list-style-type: none"> <li>• What is brand equity?</li> <li>• What makes a brand strong?</li> <li>• <b>HBR Case Study – LEGO: Fostering brand love through customer communities</b></li> <li>• Leveraging brand equity - How LEGO was reborn in the digital age</li> </ul>			
Week 3 BL : Chapter 2		CLO 2& 3	<ul style="list-style-type: none"> <li>• What is brand identity?</li> <li>• How can brand identity be created?</li> <li>• Real life case studies of brand identity challenge at Philips Whirlpool and ADNIP</li> </ul>			

		<ul style="list-style-type: none"> <li>• <b>HBR Case Study: Unlucky 13? The Journey of Taylor Swift to Stardom</b></li> </ul>
<b>Week 4:</b> BL: Chapter 3	CLO 2& 3	<ul style="list-style-type: none"> <li>• Brand identity elaboration</li> <li>• External and internal benchmarks</li> <li>• Creating and cascading the identity of Reem</li> <li>• <b>HBR Case Study on Mastercard and Sonic Branding</b></li> </ul>
<b>Week 5</b> Positioning - Al Ries Interband Article on Beyond Positioning	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Brand Positioning &amp; Beyond</li> <li>• Brand Image &amp; its relationship with Brand Identity and Brand Positioning</li> <li>• Real Life Case Study of Brooke Bond Supreme Brand Image issues and the solution</li> <li>• Real Life Video Case Study of Tetley launch, relaunch and closure in Pakistan</li> <li>• <b>HBR Case Study on Tims China: Brand Positioning in China</b></li> </ul>
<b>Week 6</b> BL: Chapter 4	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Brand Relationship Spectrum and its application to Pakistan</li> <li>• <b>HBR Case Study on Tesla: Branding Strategies for New Products</b></li> <li>• <b>HBR Article on Brand Relationship Spectrum</b></li> </ul>
<b>Week 7</b> BL: Chapter 5	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Brand Architecture</li> <li>• Video case study of Polo Ralph Lauren</li> <li>• <b>HBR Case Study on The Emami Group: Branding Dilemma</b></li> <li>• <b>HBR Article on Brand Portfolio Strategy and Architecture</b></li> </ul>
<b>Week 8: Mid Term</b>	CLO 1, 2 & 3	Mid Term
<b>Week 9</b> BL: Chapter 6 ANBW <b>Team Project 1 Due</b>	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Nike and Adidas Brand Lessons</li> <li>• Brand Value Pyramid - how a brand is built</li> <li>• Video Case Study of Dove</li> <li>• <b>HBR Case Study on Open AI: Creating the Roadmap for ChatGPT</b></li> </ul>
<b>Week 10</b> BL: Chapter 7	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Brand building in the digital age with impact of Big Data and AI</li> <li>• <b>HBR Case Study on Influencer-led Brand Building: Hairitage and the McKnights</b></li> <li>• <b>HBR Article on How 6 Companies approached Digital Transformation</b></li> </ul>

		<ul style="list-style-type: none"> <li>• Video case studies of Nike Fuel, Dabur, Burberry, Old Spice, Capital One, General Mills, Loreal, British Airways, Coke and IBM</li> </ul>
<b>Week 11</b> 22ILOB	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Global brand leadership - brands with a purpose</li> <li>• <b>HBR Case Study on AI and Brand Management: Promises and Perils</b></li> <li>• Video cases studies of Ikea, Gillette, Nike, Cadbury, Dastak and Moltyfoam</li> <li>• 22 Immutable Laws of Branding</li> </ul>
<b>Week 12:</b> BL: Chapter 8	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Retail brands and creating competitive advantage</li> <li>• <b>HBR article on competitive advantage through channel management</b></li> <li>• <b>HBR Case Study on Aromatic Intelligence: Launch a Perfume Brand Using AI</b></li> </ul>
<b>Week 13</b> BL: Chapter 9 & 10 BASB	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Branding in the age of social media</li> <li>• How to Build a Story Brand</li> <li>• <b>HBR Article on AI Agents are changing how people shop: Here's what that means for Brands</b></li> </ul>
<b>Week 14</b> Term Project 2 Presentations	CLO 2 & 3	<ul style="list-style-type: none"> <li>• Term Project 2 Presentations</li> </ul>
<b>Final Exam</b>	CLO 1, 2 & 3	Final Exam

Text Book and Pre Course Reading Material, Important Dates.
<p><b>Recommended Text</b> Brand Leadership by David Aaker &amp; Eric Joachimsthaler</p> <p><b>Secondary Texts</b></p> <ol style="list-style-type: none"> <li>1. How brands grow by Byron Sharp</li> <li>2. Building a story brand by Donald Miller</li> <li>3. A New Brand World by Scott Bedbury</li> <li>4. Positioning - by Al Ries and Jack Trout</li> <li>5. 22 Immutable Laws of Branding by Al Ries and Jack Trout</li> </ol>

Prerequisite Skills and Knowledge to take this Course
Be comfortable with using technology for learning. There is a mobile and laptop usage policy.

DEADLINES AND DUE DATES:

Assessment	Due Date	Remarks
CP	Ongoing	Details regarding CP are given later in this document.
Mid-Term	Week 8	
Team project 1	Week 9	A separate 'Assignments' Detail' Document can be found on LMS.
Team Project 2	Week 14	A separate 'Assignments' Detail' Document can be found on LMS.
Final	Week 15	
This course follows absolute grading.		

Marks Distribution							
Marks Head	Total Frequency	Total Exempted	Marks /Frequency	Total Marks /Head	Course Learning Outcomes	Program Goals	Program Objectives
CP	Ongoing	0		10			
Mid-Term	1	0	20	20			
Team project 1	1	0	20	20			
Team Project 2	1	0	30	30			
Final Exam	1	0	20	20			
<b>Total Marks</b>				<b>100</b>			

Class participation
<p>Learning happens only when there is a desire to learn. Eager minds ask questions and the intelligent questions / discussions will be rewarded with Class Participation marks.</p> <p><b>1. Extremely Weak (0-5)</b></p> <ul style="list-style-type: none"> <li>• You are consistently absent/late from class</li> <li>• You attend class without showing any evidence of being 'mentally' present</li> <li>• You show disrespectful behavior towards your peers</li> </ul> <p><b>2. Unsatisfactory (6-10)</b></p> <ul style="list-style-type: none"> <li>• You are present and courteous, but do not participate very much in class even when prompted.</li> <li>• You hardly ever participate on LMS.</li> </ul>

- You are essentially a passive recipient of information.
- 3. Satisfactory (11-15)**
- You are present and courteous, but participate in class only when prompted.
  - The above attitude is also reflected in your case study discussions, written work and LMS discussions.
- 4. Good (16-20)**
- You are present and courteous, and share actively regarding assigned readings/cases and topics under discussion.
  - The above attitude is also reflected in your case study discussions, written work and LMS discussions.
  - However, you participate in activities only when prompted.
- 5. Very Good - Almost There! (21-25)**
- When you are present and courteous, and provide guidance to your fellow students during discussion.
  - This is also reflected in your case study discussions, written work and LMS discussions.
  - You also participate in activities in a proactive manner.
- 6. Excellent - Exceptional in all Respects (26-30)**
- You are present and courteous, and introduce new and thought provoking ideas, concepts and issues in class.
  - This is also reflected in your case study discussions, written work and LMS discussions.
  - You initiate classroom activities and discussions, and contribute immensely to class participation.
  - Your classmates acknowledge your great contribution to their learning.

#### Comments and/or Suggestions

Students may see the faculty with prior appointment or any time during counselling hours, in case of any problem or issue that needs attention.

#### Technology Requirements

Please bring your laptop to class if possible. Also bring old-fashioned pen and paper.

#### Academic Conduct

Some ground rules:

- If you want to be heard please respect others when they speak. We agree to disagree
- Be tolerant and do not use unreasonable "air time."
- Merely rephrasing a comment will not earn you CP points.
- Please do not work on laptops & cell phones in class other than when instructed. Keep your phones on the silent mode.
- Preparing the readings before coming to class is mandatory.

#### Attendance Policy

Attendance is marked at the beginning of each session on ERP. In order to be marked present, please ensure that you are in class before time. Avoid coming late. IBA allows 5 absences in each course. If you are late in coming to class, you will be marked absent. Please use these wisely. I will strictly follow the IBA policy in marking attendance and keeping a record of your absences.

#### Plagiarism Policy

IBA considers plagiarism as "taking and using the thoughts, writings, and inventions of another person as one's own" (Concise Oxford Dictionary). Absolutely no plagiarism/ cheating in any examination, quiz, assignment, report, and/or presentation by any student is tolerated. Each case is decided on its own merit in accordance with

notified plagiarism policies. Plagiarism manifests itself in various forms. These include but are not limited to the following:

- “Verbatim copying, near-verbatim copying, or purposely paraphrasing portions of another author's paper or unpublished report without citing the exact reference.
- Copying elements of another author's paper, such as equations or illustrations that are not common knowledge or copying or purposely paraphrasing sentences without citing the source.
- Verbatim copying portions of another author's paper or from reports by citing but not clearly differentiating what text has been copied (e.g. not applying quotation marks correctly) and /or not citing the source correctly”.
- "The unacknowledged use of computer programs, mathematical / computer models /algorithms, computer software in all forms, macros, spreadsheets, web pages, databases, mathematical deviations and calculations, designs models / displays of any sort, diagrams, graphs, tables, drawings, works of art of any sort, fine art pieces or artifacts, digital images, computer-aided design drawings, GIS files, photographs, maps, music / composition of any sort, posters, presentations and tracing."
- "Self-plagiarism, that is, the verbatim or near-verbatim re-use of significant portions of one's own copyrighted work without citing the original source."

#### **Withdrawal Policy**

Please follow the IBA policy in this regard. Consult the program office for clarification.