



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Strategic Brand Management	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Lect. Rasa Misiūnaitė	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
Second	Elective

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face / Virtual	Autumn	English

Requirements for students	
Prerequisites:	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed
--

The subject of Strategic Brand Management aims to teach the students to develop the strategic identity of a brand (brand positioning) and to manage and lead the implementation of brand strategy processes within an organization. Students will gain a deep strategic understanding of the brand strategy implementation, including brand integrated marketing communication – its stages, goals, and methods. Additionally, students will acquire experience using various strategic tools and frameworks for brand identity creation and effective brand management over time. This course will also provide students with strategic knowledge about a brand's visual identity, including its purpose, stages, and tools.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
<ol style="list-style-type: none"> 1. Students will be able to develop a strategic identity of a brand and use different brand positioning tools and frameworks. 2. Students will be able to develop the brand architecture and brand portfolio. 3. Students will be able to identify, analyze and evaluate brand management challenges and propose solutions to solve them. 	Lectures, group discussions, analysis of case studies, individual and group tasks during seminars and their presentations, individual study of background and supplementary material	Group task: in groups, students will develop a brand positioning for a chosen brand and present it during the seminar. Evaluation of group work and presentation, written assignments, activity during seminars, examination (closed questions).

4. Students will be able to formulate communication goals, evaluate the effectiveness of different integrated marketing communication solutions, effectively manage brand communication.		
5. Students will be able to lead branding projects, formulate the tasks for the design agency (the brief), identify and manage distinctive brand assets.		

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Strategic identity of a brand, its role in the organizational structure, positioning, differentiation, brand value, brand equity.	5		5				10	20	Literature analysis, Keller / Swaminathan handbook, chapters 1, and 2, analysis of additional literature, Assignment 1 „Brand Positioning“
2. Brand architecture and brand portfolio.	2		2				4	10	Literature analysis, Keller / Swaminathan handbook, chapters 4, 12, 13, analysis of additional literature and case studies
3. Brand management structure, tools, planning, and the segmentation of target audience.	4		1				5	10	Literature analysis, Keller / Swaminathan handbook, chapter 4, 5, 8, 9, 14, analysis of additional literature and case studies. Assignment 2 „Brand Management Challenges“
4. The management of brand’s integrated marketing communication.	4		2				6	10	Literature analysis, Keller / Swaminathan handbook, chapters 5, 6, 10, analysis of

									additional literature and case studies
5. Development and management of brand visual identity, distinctive brand assets.	2		2				4	10	Analysis of scientific articles and case studies.
6. Development of a consistent brand experience. Brand communication during a <i>force majeure</i> .	2		1				3	20	Literature analysis, Keller / Swaminathan handbook, chapter 14, analysis of additional literature and case studies.
Preparation for the exam								12	Assignment 3 - exam.
Total hours:	19		13				32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
1 st assignment in groups of 2-3 students	30	During the 2nd seminar	<p>Presentation (30 points value). The ability to develop a consistent, logical, and differentiating brand positioning of a chosen brand and presentation skills will be evaluated.</p> <p>Evaluation criteria: depth and completeness of task; sufficient and consistent usage of scientific literature, theoretical material, and models; the overall quality of presentation - thoroughness, structure, visuality.</p>
2 nd individual assignment	30	Uploaded before the examination session	<p>Case study (30 points value). The ability to critically analyze the brand management challenges of a chosen brand and propose logical, strategic solutions to solve them will be evaluated.</p> <p>Evaluation criteria: depth and completeness of task; strategic and creative thinking; sufficient and consistent usage of scientific literature, theoretical material, and models.</p>
3 th individual assignment (exam)	30	During the exam session	<p>30 multiple choice questions (30 points value). The final evaluation consists of a number of points collected.</p> <p>28-30 points - excellent, 10 25-27 points – very good, 9 22-24 points - good, 8 19-21 points - average, 7 16-18 points - satisfactory, 6 13-15 points - weak, 5 less than 13 points - failed, minimal requirements are not satisfied, 4, 3, 2, 1</p>
Activity	10	Seminars	It is scored on a 10-point scale, based on preparation and participation in the seminars:

			<p>9-10 points: for excellent preparation for and active participation in the seminars, appropriate formulation of questions and issues, and well-reasoned contributions to the debate;</p> <p>7-8 points: for good preparation and active participation in the discussion in most seminars, but not always with well-reasoned contributions;</p> <p>5-6 points: for not being well prepared for all seminars, not actively participating in the discussion, and often not making well-reasoned presentations;</p> <p>0-4 points: no participation in seminars, passive listening to discussion.</p>
--	--	--	--

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsary reading				
Keller, K L., Swaminathan, V.	2020	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5 th ed	London: Pearson Education
Fayed, A. E.	2024	Enhancing Brand Visual Identity for Addressing Digital Customers' Pain Points: A Structural Equation Modeling Approach	Vol. 30, No. 2	Journal of Promotion Management 10.1080/10496491.2023.2253253
Olsen, L. E., Samuelsen, B. M., Pappas, I., Warlop, L.	2022	Broad vs narrow brand positioning: effects on competitive brand performance	Vol. 56, No. 3	Emerald Publishing Limited. 10.1108/EJM-02-2021-0090
He, J., Zhang, F.	2022	Dynamic brand positioning: a firm-customer synergistic strategy of brand meaning cocreation in a hyperconnected world	Vol. 56, No. 10	Emerald Publishing Limited. 10.1108/EJM-10-2021-0813
Optional reading				
Kshetri, N.	2023	Metaverse technologies in product management, branding and communications: virtual and augmented reality, artificial intelligence, non-fungible tokens and brain-computer interface	Vol. 31 No. 4	Emerald Publishing Limited. 10.1108/CEMJ-08-2023-0336
Hong, R., Zhang, Z., Zhang, C., Hu, Z.		Is brand globalness compatible with brand country-of-origin? An investigation of hybrid	Vol. 40, No. 1	Emerald Publishing Limited. 10.1108/IMR-08-2021-0260

		brand positioning strategies for emerging market brands		
Ahmed, R.R., Zaidi, E.Z., Alam, S.H., Streimikiene, D. and Parmar V.	2023	Effect of social media marketing of luxury brands on brand equity, customer equity and customer purchase intention	Vol. 25, No. 62	Amfiteatru Economic
Wood, O.	2019	Lemon. How the Advertising Brain Turned Sour.		Institute of Practitioners in Advertising