



FME3514 Brand Management Paradigms 10.0 credits

Brand Management Paradigms

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for FME3514 valid from Spring 2011

Grading scale

G

Education cycle

Third cycle

Specific prerequisites

At least 20 university credits in marketing, strategic brand management or industrial marketing.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After the course, the PhD student should have:

- internalized deep knowledge about the four base paradigms within Strategic Brand Management; Brand Building (Brand identity and Positioning) Brand Equity (Psychological and Financial Brand Equity), Brand Leveraging (line extensions, brand extensions and co-branding) and brand portfolio management (brand system and brand architecture management).
- Should be able to develop a brand portfolio plan with resource allocation to different brands
- Beyond this level, the student should also have insight in more recent developments within luxury brand management and the impact on brand management of the internet. Beyond the normative paradigms, the student should also be able to express a normative critique of brands and a radical cultural critic.
- Should be able to formulate a substantial normative as well as cultural critique on the conventions of brand management.

Course contents

This course is structured into five main areas

- Brand Building (Brand identify and Brand positioning)
- Brand Leveraging (line extensions, brand extensions and brand alliances)
- Brand Equity (Psychological and Financial Means of Brand Valuation)
- Brand Portfolio Strategy (Resource Allocation to Different Brands)
- Discourse critical and radical perspectives on brands.

Course literature

Keller, K.L. (2008), **Strategic Brand Management**, Pearson Education, USA

Aaker, D.S. (2004) **Brand Portfolio Strategy**, The Free Press, New York.

Hill, S. Ledherer, C. (2001), **The Infinite Asset**, Harvard Business School Press.

Kapferer, J-N. (2008), **Luxury Strategy**, Kogan Page.

Klein, N. (2001), **No Logo**, Flamingo

Uggla, H. (2005) Ed. **Creating Brand Alliances**, PhD Brand Management Publishing Group Sweden.

Articles

Compendium of scientific articles covering the four paradigms by Aaker, Kapferer: Keller, Uggla, Daniel Filipson, Tom Bleckett and other brand scholars.

Examination

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Written scientific report on a main topic and oral in class presentation.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.