Elective course

3 ECTS

Brand Management

Professor   Luca M. Visconti

Objectives

The Course targets students interested in developing theoretical and practical understanding of brand management from a company's perspective. As such, it represents an ideal complement for students having attended the research seminar "Consumers and Brands" (Bachelor level), where brands are instead analysed from the perspective of end-users.

Participants will learn two radically distinct approaches to branding. First, a product-plus approach that considers brands as add-ons to products/services/ experiences. Second, a holistic brand approach, which instead considers brands as the cornerstone of a company's marketing strategy and as its most valuable asset.

This Course aims at:
(1) Developing multidisciplinary and multi-epistemological understanding of processes behind brand management and consumer interaction with brands.
(2) Improving students' ability in designing and fostering brand recognition (brand morphology), brand essence (brand axiology), and brand narratives (brand storytelling).
(3) Acquiring theoretical understanding and practical skills in the context of contemporary branding.

Contents

The Course is organized as follows:

PART I.   BRANDS AND THEIR CONTEXT
Class 1
Introduction
- Brand origins
- Defining brands
- Product versus brand orientation

References
- Slides and notes
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapter 1.

Class 2
Brand economy: psychological effects
- The brand economy
- Psychological effects: Keller's CBBE pyramid

References
- Slides and notes
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapters 2 and 3.
- Aaker, Jennifer (1997), Dimensions of brand personality, *Journal of Marketing Research*, XXXIV, 347-356.

Class 3
Brand economy: additional effects
- Cultural effects: brands as identity resources
- Social effects: brands and their linking value
- Financial effects: brands and brand equity

References
- Slides and notes
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapter 11.
- Arvidsson, Adam and Alessandro Caliandro (2016), Brand public, *Journal of Consumer Research*, 42, 727-748.
- Muniz, Albert M. Jr. and Thomas C. O'Guinn (2001), Brand community, *Journal of Consumer Research*, 27, 412-432.

Class 4
Q&A and discussion session

PART II.   STRATEGIC BRAND ANALYSIS
Class 5
Brand morphology: The identification systems and primary brand elements
- Function
- From brand name to olfactory branding

References
- Slides and notes
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapter 4.

Class 6
Brand morphology: The identification systems and secondary brand elements
- Function
- Leveraging brand associations

References
- Slides and notes
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapter 8.

Class 7
Brand morphology: The stylistic repertory
- Function
- Brand universe
- Brand aesthetics
- Brant tone

References
- Slides and notes
- Visconti, Luca M. (2020), Communicating luxury brands through stories," in Felicitas Morhart, Sandor Czellar, and Keith Wilcox (eds.), *Research Handbook on Luxury Branding*, Cheltenham, UK: Edward Elgar Publishing, 225-247.

Class 8
Brand axiology: The brand contract
- Definition
- Expressions
- Identification
- Managing the brand contract over time

References
- Slides and notes
- Visconti, Luca M. (2020), Communicating luxury brands through stories," in Felicitas Morhart, Sandor Czellar, and Keith Wilcox (eds.), *Research Handbook on Luxury Branding*, Cheltenham, UK: Edward Elgar Publishing, 225-247.

Class 9

Brand axiology: Brand ideologies
- Definition
- Usefulness
- Identification
- Designing effective brand ideologies

References
- Slides and notes
- Holt, Douglas B. and Douglas Cameron (2012), Triumph of a better ideology, *Market* Leader, 1, 24-27.
- Borghini, Stefania et al. (2009), Why are themed brandstores so powerful? Retail brand ideology at American Girl place, *Journal of Retailing*, 85(3), 363-375.

Class 10

Brand narratology: Brand storytelling (first part)
- Introducing brand stories
- Functions of brand stories
- The narrative process: making, telling, and receiving

References
- Slides and notes
- Van Laer, Tom et al. (2014), The extended transportation-imagery model: A meta-analysis of the antecedents and consequences of consumers' narrative transportation, *Journal of Consumer Research*, 40(5), 797-817.

Class 11

Brand narratology: Brand storytelling (second part)
- A structural approach to brand story-making
- Guiding principles
- Needs for narrative

References
- Slides and notes
- Diamond, Nina et al. (2009), American Girl and the brand gestalt: Closing the loop on sociocultural branding research, *Journal of Marketing*, 73, 118-134.
- Van Laer, Tom, Luca M. Visconti, and Stephanie Feiereisen (2018), Need for narrative, *Journal of Marketing Management*.

Class 12

Q&A and discussion session

PART III.   MANAGING BRANDS: TOOLS FOR BRAND ACTIVATION
Class 13
The identity prism (first part)
- Introducing the prism
- The physical facet
- The character facet
- The reflection facet
References
- Slides and notes
- Kapferer, J.N., (2009), Kapferer's Brand-Identity Prism Model. *European Institute for Brand Management*, 1-3.

Class 14
The identity prism (second part)
- The mentalization facet
- The imaginary facet
- The relationship facet
  References
- Slides and notes
- Kapferer, J.N., (2009), Kapferer's Brand-Identity Prism Model. *European Institute for Brand Management*, 1-3.

Assessment

Assessment is based on an individual written exam.
Detailed evaluation criteria are set at the beginning of the course.

References

Articles
- Aaker, Jennifer (1997), Dimensions of brand personality, *Journal of Marketing Research*, XXXIV, 347-356.
- Arvidsson, Adam and Alessandro Caliandro (2016), Brand public, *Journal of Consumer Research*, 42, 727-748.
- Borghini, Stefania et al. (2009), Why are themed brandstores so powerful? Retail brand ideology at American Girl place, *Journal of Retailing*, 85(3), 363-375.
- Diamond, Nina et al. (2009), American Girl and the brand gestalt: Closing the loop on sociocultural branding research, *Journal of Marketing*, 73, 118-134.
- Holt, Douglas B. and Douglas Cameron (2012), Triumph of a better ideology, *Market* Leader, 1, 24-27.
- Kapferer, J.N., (2009), Kapferer's Brand-Identity Prism Model. *European Institute for Brand Management*, 1-3.

- Muniz, Albert M. Jr. and Thomas C. O'Guinn (2001), Brand community, *Journal of Consumer Research*, 27, 412-432.
- Van Laer, Tom et al. (2014), The extended transportation-imagery model: A meta-analysis of the antecedents and consequences of consumers' narrative transportation, *Journal of Consumer Research*, 40(5), 797-817.
- Van Laer, Tom, Luca M. Visconti, and Stephanie Feiereisen, Need for narrative, *Journal of Marketing Management*, forthcoming.

Book
- Keller, Kevin L., and Vanitha Swaminathan (2020), Strategic Brand Management, Harlow: Pearson, fifth edition, chapters 1, 2, 3, 4, 8, and 11.
- Holt, Douglas B. (2012), *How Brands Become Icons*, Boston, MA: Harvard Business School Press, chapters 1 and 2.

Book chapters
- Visconti, Luca M. (2020), "Communicating Luxury Brands through Stories," in Felicitas Morhart, Sandor Czellar, and Keith Wilcox (ed.), *Research Handbook on Luxury Branding*, Cheltenham, UK: Edward Elgar Publishing, 225-247.