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# Fundamentals of branding

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## Course description

Nowadays, brands have become one of the most valuable assets of a company. This course focuses on the understanding of the strategic challenges faced by brands and their communication. But why are brands so important? What is a brand and what is it compounded by? Understanding the brand's persuasive power and how consumers establish relationships with them; learning the opportunities that brands' communication provides, or the importance of the brands' stability and coherence across the messages are some of the major topics of this course. In a highly competitive market, building and communicating strong brands becomes a valuable competitive advantage.

## ECTS Credits

4 ECTS Credits

### The course in the study plan

*This **compulsory** course belongs to the subject of **Place branding** of the study plan. It takes place in the second quarter of the course once the knowledge on ..... has been achieved.*

## Specific competences

At the end of the course, the student will be able to...

- › To understand the role brands play in today's society.
- › To apply branding constructs to different types of brands and scenarios.
- › To identify brand strategies.
- › To analyze brands as psychological constructs.
- › To define the brand identity.
- › To design co-branding strategies.
- › To plan and design comprehensive branding strategies.

## Learning outcomes

At the end of the course, the student...

- › Will have acquired the fundamentals of Branding: key concepts and main constructs involved in the branding effort.

- › Will have learned the advantages, outcomes, challenges, and process of branding different-nature brands.
- › Will be able to outline branding strategies to position a brand in the market.
- › Will have developed a critical eye to analyze the brands' positioning and competitiveness on the market.

## **Sustainable Development Goals (SDG)**

This course contributes to the achieve quality education; gender equality; decent work and economic growth; responsible production and consumption.

## **Content**

1. The era of consumer society: the new role of brands
2. Different brands, different challenges
3. Brand equity, awareness, and brand image
4. Brand identity
5. Strategic Plan
6. Co-branding strategies
7. Brands social responsibility and brand purpose
8. The psychology of brands

## **Method of presentation**

The course dynamic combines different teaching styles: lectures, case studies, readings, and debates. Every session will start with a lecture presenting the main concepts and content related to each topic of the above mentioned. The lecture will combine theory and cases to exemplify the central concepts presented. Furthermore, several case studies will also be proposed as a matter of debate. The debate's goal is to increase the students' knowledge about the topic through the independent work preparing reading material, the capability to use concepts presented at the lecture, and own reasoning of the student.

Hours of dedication (between classroom and student work): 100h

## **Course assessment**

This course is evaluated through three different activities: participation in class (debates, activities, case-studies and readings), individual assignments, and a final project. On the one hand, several debates and other activities will be organized along the course, participation is mandatory. Each activity will address a relevant topic related to the content of the class and will be conducted at the end of it. Different readings and additional documents will be provided to allow the students to prepare for it. On the other hand, the students will develop a branding strategy as a final course project. The details of the project requirements

will be provided at the beginning of the course. All in all, the different activities' weight in the final grade is the following:

- › Attendance/participation: 10%
- › Individual assignment (In-depth analysis of a selected brand): 30%
- › Debates, readings, and case studies: 10%
- › Final project (in group – Development of a brand strategic plan): 50%

### **Late Assignments**

If you are unable to turn in an assignment on time because of a documented illness or family tragedy, you will not be penalized for turning in work late, provided you present your written excuse within one week of returning to class. If you must turn in work late for other reasons, 2 points will be deducted from the grade on the assignment for each day (each weekday, not class day) that it is turned in late. The first late day begins right after the assignment's deadline, unless another time is designated. Thus, if an assignment's deadline is at 19:00h, a student submitting his/her assignment at 19:01 will lose 2 points. This policy applies to all assignments, including the research proposal. As per the syllabus, I will not accept any assignments emailed to me. You can always upload an assignment after the due date, and I will mark it late as appropriate.

### **Plagiarism**

All written work submitted in this course is to be expressed in your own words. Text copied from a book, a website, another student's paper, your own previous work or any other source is not acceptable if not clearly quoted. In any individual or group assignment or presentation, you must indicate the sources of all borrowed texts, ideas or facts that go beyond common knowledge. Using third-party sources without being duly attributed would be considered plagiarism, be it intentional or not. Any work written, developed, created, or inspired by artificial intelligence (AI) is considered plagiarism and will not be accepted, unless otherwise instructed. For quoting sources you must always use the recommendations of the APA style. Penalties for plagiarism may range from a failing grade on the assignment with no make-up opportunity, to a failing overall grade in the course and notification to the BSM Dean.

## Course schedule

Weeks	Content of the class	Practical activities
07/01/24	The era of consumption society: the new role of brands	Brainstorming Debate
14/01/24	Different brands & communication challenges	Reading 1 & case-study
21/01/24	Brand equity, awareness, and brand image	Reading 2
28/02/24	Brand identity	BCM activity
04/02/24	Strategic Plan	Poster Session
11/02/24	Co-branding strategies	Reading 3 & case-study
18/02/24	Brands social responsibility and brand purpose	Reading 4 & debate
25/02/24	The psychology of brands	Reading 5 and follow-up
04/03/24	Workshop on the project	Project follow-up
11/03/24	Final project presentation	Project public defense

## Required reading

**R1.** Desai, A., & Shah J. (2019). Integrated Marketing Communication Then and Today - A Challenge or An Opportunity. *Journal of Marketing Vistas*, 9(1), 02–12.

**R2.** John, D. R., Loken, B., Kim, K., & Monga, A. B. (2006). Brand Concept Maps: A Methodology for Identifying Brand Association Networks. *Journal of Marketing Research*, 43(4), 549–563.

**R3.** Rubén Huertas-García, Jorge Lengler, Carolina Consolación-Segura, (2017) "Co-branding strategy in cause-related advertising: the fit between brand and cause", *Journal of Product & Brand Management*, 26, 2, 135-150.  
<https://doi.org/10.1108/JPBM-07-2015-0939>

**R4.** Hajdas, M., & Kłeczek, R. (2021). The real purpose of purpose driven branding: consumer empowerment and social transformations. *Journal of Brand Management*, 28: 359–373.

**R5.** Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, 22: 7–17

\* Other reading materials can be provided during the course.

## Recommended reading

Bedside book:

Kapferer, J.-N. (2012). *The New Strategic Brand Management. Advanced insights & strategic thinking* (5th ed.). London: Kogan.

Other journal articles:

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66, 105–114. doi:10.1016/j.jbusres.2011.07.029

Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4), 595–600.

Kornum, N., Gyrd-Jones, R., Al Zagir, N., & Brandis, K. Anthoni (2017). Interplay between intended brand identity and identities in a Nike related brand community: Co-existing synergies and tensions in a nested system. *Journal of Business Research*, 70, 432–440.

Mas-Manchón, Ll. (2021). *Innovation in Advertising and Branding Communication*. New York, US: Routledge.

Newmeyer, Casey E., Venkatesh, R., & Chatterjee, R. (2014). Cobranding arrangements and partner selection: a conceptual framework and managerial guidelines. *J. of the Acad. Mark. Sci.*, 42:103–118. DOI 10.1007/s11747-013-0343-8

Schau, H. J., & Muniz, A. M. J. (2002). Brand communities and personal identities: Negotiations in cyberspace. *Adv Consum Res*, 29 :344–9. Available online at: <http://acrwebsite.org/volumes/8673/volumes/v29/NA-29>

Wallpach, S. v., Hemetsberger, A., & Espersen, P. (2017). Performing identities: Processes of brand and stakeholder identity co-construction. *Journal of Business Research*, 70, 443–452. Available online at: <http://dx.doi.org/10.1016/j.jbusres.2016.06.021>

## **Digital tools**

WARC. Marketing and communication database. It provides numerous case studies, media and advertising reports, and scientific papers. It is available digitally through UPF library.