



COURSE DESCRIPTION

MKB1100 Branding

1. Degree	Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management
2. Year/semester	2 nd year – 3 rd semester
3. Credits	10
4. Course instructor	Associate Professor Adrian Peretz
5. Contact hours	50 hours
6. Course prerequisites	There are no specific prerequisites for this course.
7. Learning goals	<p>The aim of this course is to provide students with a fundamental understanding of brands and how they are created. Students will gain insight into key concepts such as brand strength and brand value, and will learn the importance of using the entire brand organization to create and sustain brand equity.</p> <p>The deliverables for this project is a complete brand development plan – based on a real business case – which will require both an understanding of branding theory (positioning, awareness and attitude strategies etc), and the ability to structure and analyze marketing problems.</p> <p>One of the key objectives for this course is that students gain experience with the subject matter by working on a team project.</p>
8. Course contents	<p>Competition in most consumer markets is becoming more intense, but demand is not necessarily increasing. In order to compete successfully, organizations – whether private business, governmental institution, educational institution etc. – must learn how to attract both the most profitable customers and the brightest minds.</p> <p>One of the most valuable resources in brand organizations is intellectual capital: the people in the organization and the culture</p>

	<p>that ties them together. Acknowledging that the vital link in successful branding is between the organization and its customers, this course employs both an outside-in perspective (the traditional customer-brand view) as well as an inside-out perspective (organization – brand).</p> <p>The course emphasizes both the traditional concepts of successful branding: awareness, associations, positioning, loyalty etc., as well as the organizational factors necessary to compete in today’s markets: leadership, intellectual resources, and organizational culture.</p> <p>After taking this course, students should be able to design a complete brand plan – including selection of target group, positioning (including targets for brand awareness and brand associations), use of brand elements, brand extensions (where applicable), and marketing communication targets.</p>
9. Method of instruction	<p>The course will be taught through lectures and in-class discussions. Students should be prepared to share their experiences and opinions, ask questions, and respectfully disagree with both the teacher and their fellow classmates when they see fit. We will use a variety of classroom activities, including both individual and group presentations.</p>
10. Assessment	<p>Assignment (team project – 3 students per group): 40 % (of which 10% is based on the groups presentation)</p> <p>Final exam: 60 %</p>
11. Course syllabus	<p>Bjerke, Rune og Nicholas Ind. 2007. <i>Organisasjonsdrevet merkebygging</i>. Oslo: Cappelen akademisk. ISBN: 978-82-02-27547-1. (276 p.) Price: NOK 458,-</p> <p>Samuelsen, Bendik M., Adrian Peretz og Lars Erling Olsen. 2007. <i>Merkevareledelse på norsk</i>. Oslo: Cappelen akademisk. ISBN: 978-82-02-24915-1. (388 p.) Price: NOK 558,-</p>
12. Recommended readings	<p>Chaffey, Dave. 2009. <i>Internet marketing: strategy, implementation and practice</i>. 4th ed. Harlow: Financial Times Prentice Hall. ISBN: 978-0-273-71740-9</p>

	<p>De Chernatony, Leslie og Malcolm McDonald. 2003. <i>Creating powerful brands in consumer, service and industrial markets</i>. 3rd ed. Oxford: Elsevier/Butterworth-Heinemann. ISBN: 0-7506-5980-7</p> <p>Hem, Leif Egil og Nina M. Iversen. 2004. <i>Perspektiver på merkevareledelse</i>. Bergen: Fagbokforlaget. ISBN: 978-82-450-0116-7</p> <p>Aaker, David A. og Erich Joachimsthaler. 2000. <i>Brand leadership</i>. New York: Free Press. ISBN: 9781439172919</p>
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