

# SYLLABUS

## 23118 Strategic brand development (5 cr.)

Teacher: Prof. Jaakko Aspara

**NOTE 1.** The number of participants the course is limited to 50, because of a real company project done as a group assignment. Participants will be taken into the course in the order of registration in Sisu, until the quota of 50 participants is full.

**NOTE 2.** According to information and plans per January 11th, 2022, the lectures during January (17<sup>th</sup>–31<sup>st</sup>) will be held online on Teams, while the lectures in February will be held live/face-to-face (*without* videostreaming through Teams). However, there is no mandatory presence requirement on either the online Teams lectures or the face-to-face lectures. All the lecture slides will generally be made available on Moodle on the day of the lecture, but recordings of the lectures will not be available.

### Course description

The course provides strategic perspectives and tools for developing a firm's brands and branded offerings, and for integrating brand strategy to other market strategies and business development of the firm. The market-oriented strategic perspectives that the course deals with are fundamentally based on principles of consumer psychology and buyer behavior. Lectures contain theory and practical illustrations on the strategic perspectives as well as related consumer behavior principles. Guest lectures provide further practical case examples. Individual exercises concentrate on reflective and analytical thinking about theoretical perspectives, and on finding practical applications for them. Group case exercise focuses on a real firm's real brand strategy challenge.

### Learning goals

You will have skills to apply strategic perspectives and tools for developing a firm's brands and branded offerings, and for integrating brand strategy to other market strategies of the firm.

After completing the course, you will be able to

- analyze and plan how the firm's brand development strategy can be fitted with its strategies regarding product/service development, pricing, retailing, brand naming, and business-to-business operations – and vice versa (i.e., how these strategies can be leveraged to build up the brand)
- critically assess and apply brand theory and models in managerial problem solving
- engage in brand analysis and brand strategy planning, by applying knowledge about the fundamental role that brands have in consumer/customer behavior

### Pre-requisites

Bachelor's degree and Knowledge of marketing/consumer behavior equivalent to 12 ECTS.

### Total student workload

135 hours

- Contact teaching/lectures (18h)

- Individual/pair work (73h)
- Group work (40h)
- Exam (4h)

### Instruction methods

Lectures, guest lectures, individual reading of academic literature, individual/pair exercises, group case exercise.

The first lecture and guest lectures are mandatory to attend.

### Literature and course material

- Mandatory academic articles provided by the course lecturer for the weekly pair assignments and beyond: Approximately 18 articles.
- Business press articles identified by the course participants: Approximately 5 articles.
- Non-mandatory additional reading: Keller, Kevin Lane (2013, 4<sup>th</sup> edition, or older or newer) *Strategic brand management building, measuring and managing brand equity*. ISBN 0-13-110583-3.

### Weekly workload and deadlines

The course takes place over 8 weeks:

- Each week 1–5/8, Returning pair assignments: (1) Reading a set of academic articles, (2) Finding a related business press article, and (3) Writing a 2-page essay (a “reflection paper”) on the articles (done in pairs)
  - As an option, the student pair can additionally prepare 2-3 slides about the business press article, and bring it to class presentation/discussion for additional 0.5 points.
- Week 7/8, Returning group case assignment: A presentation document (appr. 30 well-prepared slides) regarding a firm’s brand management challenge (prepared in groups of appr. 6 students, during weeks 2–7/8)
- Week 8/8, Presenting group case exercise: Providing an in-class presentation of the group case exercise (selected groups)
- Week 8+/8, Taking the exam (reading the articles and lecture slides for the exam is also done individually during weeks 1–8/8, when working on the weekly pair assignments)
- (Each week 1–8/8, Attending lectures and participating in class discussions. Non-mandatory attendance)

### Preliminary Schedule – Lectures (subject to minor changes)

| <b>Time</b>           | <b>Place</b> | <b>Topic/content</b>   | <b>Article reading required for pair exercise</b>  |
|-----------------------|--------------|--|--|
| Mon 17.1, 14:15-15:45 | A411         | <i>Introduction to Strategic Brand Development + Course practicalities</i> |  |
| Wed 19.1, 8:30–10:00  | A309         | <i>Product and brand images</i>  | <ul style="list-style-type: none"> <li>• Keller, Sternthal &amp; Tybout 2001</li> <li>• Lam et al. 2012</li> </ul> |
| Mon 24.1, 14:15-15:45 | A411         | <i>Brand extensions</i>  |  |

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|-----------------------|----------------------|--|---|
| Wed 26.1, 8:30–10:00  | A411                 | GUEST LECTURE /<br><i>GROUP CASE ASSIGNMENT INTRODUCTION: Liisa Latva</i> , Vice President -- Drinks, Cooking Products and Organic, Valio (www.valio.fi) | <ul style="list-style-type: none"> <li>• Völkner and Sattler 2006</li> <li>• Sood &amp; Keller 2012</li> <li>• Deng &amp; Messinger 2021</li> </ul>           |
| Mon 31.1, 14:15-15:45 | A411                 | <i>Brand architectures</i>   |   |
| Wed 2.2, 8:30–10:00   | A309                 | <i>Brands and retail strategies</i>  | <ul style="list-style-type: none"> <li>• Verhoef et al. 2002</li> <li>• Sethuraman &amp; Gielens 2014</li> <li>• Geyskens et al. 2018</li> </ul>              |
| Mon 7.2, 14:15-15:45  | A411                 | GUEST LECTURE, <b>Miika Lipiäinen</b> -- Founder&CEO, Kyrö Distillery: <i>International branding FMCG markets, case Kyrö Distillery</i>                  |   |
| Wed 9.2, 8:30–10:00   | A309                 | <i>Brands and business-to-business</i>   | <ul style="list-style-type: none"> <li>• Aspara &amp; Tikkanen 2008</li> <li>• Leek and Christodoulides 2012</li> <li>• Jalkala &amp; Keränen 2014</li> </ul> |
| Mon 14.2, 14:15-15:45 |                      | <i>Coaching session (i.e. possibility to get support) for Group Case Assignment</i>  |   |
| Wed 16.2, 8:30-10:00  | A411                 | GUEST LECTURE: <b>Susanna Takkunen</b> , Principal Director, Consumer Goods Lead, Accenture  | <ul style="list-style-type: none"> <li>• Keller 2001</li> <li>• Aspara et al. 2011</li> <li>• Leone et al. 2006</li> </ul>                                    |
| Mon 21.2, 14:15-15:45 | A309                 | <i>Brands vs. wider business development options</i>   |   |
| Wed 23.2, 8:30–10:00  |                      | <i>NO LECTURE (time to be used for finishing group assignment)</i>   | <ul style="list-style-type: none"> <li>• Greyser &amp; Urde 2019</li> <li>• Batra and Keller 2016</li> <li>• Holt 2016</li> </ul>                             |
| Mon 28.2, 14:15-15:45 | TBA /to-be-announced | <i>GROUP CASE ASSIGNMENT PRESENTATIONS</i>   |   |
| Wed 2.3, 8:30–10:00   |                      | <i>NO LECTURE</i>  | <ul style="list-style-type: none"> <li>• McAlexander, Schouten, &amp; Koenig 2002</li> <li>• De Vries, L., Gensler, S., &amp;</li> </ul>                      |

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| 9.3., 9:00 | Exam alternative 1 |
| 9.4., 9:00 | Exam alternative 2 |

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## Deadlines

*Weekly pair assignments (done in pairs):*

1. Sun 23.1 23:59 (no optional pair exercise presentation)
2. Thu 27.1 23:59 (optional pair exercise presentation on Wed 26.1 lecture)
3. Thu 3.2 23:59 (optional pair exercise presentation on Wed 2.2 lecture)
4. Thu 10.2 23:59 (optional pair exercise presentation on Wed 9.2 lecture)
5. Sun 20.2 23:59 (optional pair exercise presentation on Mon 21.2 lecture)

*Group case assignment:*

- Tuesday 23.2. 23:59 pm

## Assessment

Individual/pair exercises/essays weekly (30 %)

Group case assignment (30 %)

Examination (40 %)

## Examiner

Prof. Jaakko Aspara

## Target group

Master's students

## Timing

Period 3

## Additional information

Presence is recommended but not mandatory on the lectures. Please be present on the first lecture to confirm your presence on the course, though.