

Course Syllabus: Contemporary Branding 2022

Course code	23120
Credits	5 ECTS
Period	P4: 14.3–6.5.2022 Easter holidays 14-20.4.2022 Examination 7 & 9-14.5.2022 (no exam on this course)
Lectures	In class. It is recommended to attend but it is not compulsory. Audio recording from last spring will be available in case you want to go back to the Lecture (almost the same content) or in case you cannot attend.
Language	English
Level	Master's degree, advanced
Pre-requisites	A Bachelor's exam is required. Basic knowledge of marketing is required.
Signing up	The Moodle key will be sent to you a week before the course starts. Exchange students who have problems with enrolment should contact the International coordinator.
Examiner	Associate Professor, PhD Anne Rindell
Work est.	Total 134h Scheduled work: 20h lectures and Team support 1+1h/group ca 2h/student Non-scheduled work: 112h individual and group work
Learning goals	Students develop critical and analytical skills required to use empirical research within branding. They learn to analyse contemporary branding approaches and research in various contexts and on various levels of branding, which will provide both practical and theoretical understanding.
Examination	3 Learning Diaries (1-2 students in group) and one Group assignment (4-5 students). In case you want to do the Learning Diaries alone please contact the examiner before the course starts. All parts must be passed Articles, lectures, research, and case material max. 400 pages.
PLEASE NOTE!	Hanken has a strict policy on all forms of academic fraud.

Course description

Brands and branding have endured for centuries. At their best, brands allow consumers to reduce risk, simplify decision-making, and achieve personal benefits. However, creating and managing brands is as difficult as ever, if not impossible. In the last decade there has been increasing pressure for managers to focus on short-term financial results, which may have severe effect on the brand images. Moreover, consumers have become empowered, the technology changes rapidly, new media emerge, and even environmental threats must be considered. Nevertheless, brands are important intangible assets for any business: the company name, brands, symbols and slogans, and their underlying associations, the brand image, meanings and stakeholders' brand relationships. Thus, the challenge exists to create a better understanding of the role, scope and content of branding as well as get a better understanding of the consumer and 'brand consumption'. The course will explore the latest developments in several areas including: the role of branding in strategic marketing, brand meaning, and ethical brands.

Learning goals: After completing the course, you will be able to evaluate branding vocabulary and models from the organizational vs. consumer perspective. You will understand how customer logic impacts on branding and brand relationships. You will also be able to analyze branding strategies

based on customer empowerment and give recommendations to companies on the importance of consumer understanding within branding.

Course content

Module 1 Basic concepts and four viewpoints into branding. Week 14.-20.3.2022

Lecture: 17.3.2022 at 12.30-15.45 in A411 by Anne Rindell (Lecture 1) and Sonja Sarasvuo (Lecture 2)

Learning diary due 20.3.2022 at 23.45 in Moodle

Literature:

1. Rindell, A. and Strandvik, T. (2010) Corporate brand evolution: Corporate brand images evolving in consumers' everyday life. *European Business Review*, Vol. 22, No 3, pp. 276-286.
2. Hatch, M. J., & Schultz, M. (2002). The Dynamics of Organizational Identity. *Human Relations*, 55(8), 989–1018.
3. Urde, M. (1999). Brand orientation: A mindset for building brands into strategic resources. *Journal of marketing management*, 15(1-3), 117-133.
4. Sarasvuo, S., Rindell, A., & Kovalchuk, M. (2022). Toward a conceptual understanding of co-creation in branding. *Journal of Business Research*, 139, 543-563.

Module 2 Consumer-brand relationships, brand love - brand avoidance – brand hate. Week 21.-27.3.2022

Lecture 24.3.2022 at 12.30-15.45 in A411 by Anne Rindell

Learning diary due 27.3.2022 at 23.45 in Moodle

Literature

5. Alvarez, C. and Fournier, S. (2016) Consumers' relationships with brands. *Current Opinions in Psychology*, 10, pp. 129-135.
6. Berndt, A., Petzer, D., and Mostert, P. (2019) "Brand avoidance – a services perspective", *European business review*, 31(2), pp. 179-196.
6. Hanslin, K. and Rindell, A. (2014) Consumer-brand relationships in step-down line extensions of luxury and designer brands. *Journal of Fashion Marketing and Management*, 18(2), 145-168. 14.
7. Rajeev Batra, Aaron Ahuvia, Richard P. Bagozzi (2012) Brand Love. *Journal of Marketing*, 76(2), pp. 1-16.
8. Ramirez, S., Veloutsou, C. and Morgan-Thomas, A. (2019). I hate what you love: brand polarization and negativity towards brands as an opportunity for brand management. *Journal of Product & Brand Management* 28(5), pp. 614–632 DOI 10.1108/JPBM-03-2018-1811.
9. Rodrigues, C., Brandão, A., & Rodrigues, P. (2021). I can't stop hating you: an anti-brand-community perspective on apple brand hate. *Journal of Product & Brand Management*, 30 (8), p. 1115-1133.

Module 3 Brand communities and brand tribes. Week 28.3.-03.04.2022

Lecture 31.3.2022 at 12.30-15.45 in A411 By Anne Rindell

Assignment due 3.4.2022 at 23.45 in Moodle

Literature:

10. Fournier, S. and Lee, L. (2009) Getting brand communities right. *Harvard Business Review* 87(4):105 – 111.
11. Muniz Jr, A. M. and O'Guinn, T. C. (2001) Brand community. *Journal of Consumer Research* 27 (4): 412 – 432.
12. Schau, H. J., Muñiz A. and Arnould, E. J. (2009) How brand community practices create value. *Journal of Marketing* 73(5): 30 – 51.

Module 4 Corporate heritage and corporate image heritage. Time 4.4.-5.5.2022

Lecture 7.4.2022 at 12.30-15.45 in A411 By Anne Rindell

Group assignment: see below

Literature:

13. Burghausen, M. and Balmer, J.M.T. (2014) Repertoires of the corporate past: explanation and framework. Introducing an integrated and dynamic perspective. *Corporate Communications: An International Journal* 19(4), 384-402.
14. Rindell, A. (2013) Time in corporate images: Introducing image heritage and image-in-use. *Qualitative Market Research: An International Journal* 16(2): 197–213.
15. Rindell, A. and Iglesias, O. (2014) "Context and Time in Brand Image Constructions", *Journal of Organizational Change Management*, Vol. 27, No 5, 756-768.
16. Rindell, A., Santos Pinto, F., and de Lima Pinto, A. (2015) Two sides of a coin: Connecting corporate brand heritage to consumers' corporate image heritage. *Journal of brand management*, Vol 22, issue 5, 467-484.
17. Rindell, A. & Strandvik, T. (2021). To be or not to be corporate heritage oriented? A study of managers' corporate heritage mindsets. *European Management Journal*, in press. <https://doi.org/10.1016/j.emj.2021.11.004>
18. Schultz, M. & Hernes, T. (2013). A Temporal Perspective on Organizational Identity. *Organization Science*, Vol. 24(1), pp. 1–21.
19. Urde, M., Greyser, S. A. and Balmer, J. M. T. (2007) Corporate brands with a heritage. *Journal of Brand Management* 15(1): 4–19.

Module 5 Group work presentations

NOTE! Compulsory Group Teams meetings with supervisor Pekka Saarikorpi during 21.-22.4. (Maybe other days will be needed as well). The schedule will be presented later.

Lecture: GROUP ASSIGNMENT presentation and discussion 5.5.2022 at 12.30 -15.45 in class A411

Deadlines: Group assignment report deadline 3.5.2022 at 23.45 in Moodle

Video: 4.5.2022 at 12.00 in **Panopto** (the process has to be checked)

Course Assignments

The goal of the assignments and lectures is to broaden your knowledge on contemporary branding through your own reflections, analysis and evaluations of the literature and the case companies/organizations you find interesting. Moreover, assignments, literature and articles develop your academic skills.

Student work, examination, and grading

1. Learning diary: Modules 1 and 2. The learning diary includes your understanding of the assigned literature, the lecture, and your own reflections on how these issues emerge in your environment and in business. Also, find a business article that discusses the same phenomenon and reflect on it based on your understanding of the theory. This will ensure a good understanding of branding and the contemporary new understanding within it.
2. Individual assignment: Module 3. Questions and data gathering about brand communities.
3. Group assignment in Module 4: This assignment will be done in groups of 4-5 students.

Part	Evaluation	Weight	Deadline
Learning Diary (3-4 pages)	1-5	<p>50%</p> <p>100%</p> <p>50%</p>	Module 1 due 20.3. Module 2 due 27.3.
Individual assignment	1-5		Module 3 due 3.4.
Group Assignm (4-5 pers) report, video and individual group work evaluation	1-5		Module 4 Report due 3.5. in Moodle Video 4.5. in Panopto Individual group work report 5.5. in Moodle
Course grade	1-5	1-1,4 = 1 1,5-2,4= 2 2,5-3,4 = 3 3,5-4,4=4 4,5-5 = 5	Grades latest 22st May 2022