Brand Management

Unit One – The Principles of Strategic Brand Management

Course Layout and Overview

▶ Ten units

   ▶ **Unit One: The Principles of Strategic Brand Management**

   ▶ Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity

   ▶ Unit Three: The Brand Audit: Asset Development

   ▶ Unit Four: Brand Portfolio Management

   ▶ Unit Five: Sustainable Competitive Advantage

   ▶ Unit Six: Brand Research and Macro Trends

   ▶ Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications

   ▶ Unit Eight: Consumer Relationship Management (CRM)

   ▶ Unit Nine: User Experience (UX)

   ▶ Unit Ten: Impact of Technology on Brand Management

Unit One Learning Outcomes

► Evaluate how struggling brands can recover from declining competitive positioning
► Create the blueprint for a multi-brand company's strategic plan
► Analyze an iconic brand from the perspective of its commitment to ethical practices
► Evaluate the basis of a multi-level consumer brand's strategic growth
► Analyze how a mature brand can grow consumer sales

Why are Learning Outcomes Important?

► Every learning outcome ties back to course materials and content.

► Assessments are tied to each learning outcome.

► Test preparation

Unit One Overview Topics

► Declining struggling brands
► Creating a multi-brand company blueprint
► Analyze an iconic brand
► Multi-level consumer brand's strategic growth
► Mature brand growth

Brand Management Vocabulary

➢ Brand strategy
➢ Branding position
➢ Ethical practice commitments
➢ Grow consumer sales
➢ Iconic brand marketing
➢ Mature brands
➢ Multi-level brands
➢ Restoring a company brand
➢ Strategic growth

Declining Struggling Brands

► Branding position
► Marketing place
► Restoring a brand

Creating a Multi-Brand Company Blueprint

- ▶ Brand strategic marketing
- ▶ Growth and increasing market share
- ▶ Creating a unique blueprint

Analysis an Iconic Brand

► What is an iconic brand?
► Are all matured and established brands iconic?
► Changing consumer attitudes must be considered
► Iconic brands need to be maintained
► Considering ethical practice commitments

Iconic Brand Logos

Multi-Level Consumer Brand Strategic Growth

- ► Strategic company growth
- ► Developing new products related to current popular products
- ► Considering multi-level brands

Mature Brands

Mature Brand Growth

► How does a mature brand stay relevant?
► What is an example of a relevant mature brand?
► How can brand growth continue?

Conclusion

► Unit One Learning Outcomes
  ► Evaluate how struggling brands can recover from declining competitive positioning
  ► Create the blueprint for a multi-brand company's strategic plan
  ► Analyze an iconic brand from the perspective of its commitment to ethical practices
  ► Evaluate the basis of a multi-level consumer brand's strategic growth
  ► Analyze how a mature brand can grow consumer sales

What's Next?

Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity