



# Brand Management

## Unit Six – Brand Research and Macro Trends



# 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 Six Learning Outcomes

- ▶ Evaluate brand attitudes as part of a consumer focus group
- ▶ Analyze how a qualitative market research project measures brand sentiment
- ▶ Evaluate the importance of a quantitative market research program
- ▶ Analyze how brand research impacts brand positioning, presentation and communication to consumer
- ▶ Evaluate the importance of competitive intelligence scanning as macro trend analysis



# 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 Six Overview Topics

- ▶ Consumer focus groups
- ▶ Qualitative market research
- ▶ Quantitative market research
- ▶ Brand positioning, presentation and communication
- ▶ Competitive intelligence scanning



# Brand Research and Macro Trends Vocabulary

- Brand attitudes
- Brand research
- Competitive intelligence scanning
- Consumer focus groups
- Qualitative market research
- Macro trend analysis



# Consumer Focus Groups

- ▶ How can consumer focus groups help with marketing?
- ▶ Why is it important to determine consumer brand attitudes?



# Consumer Focus Groups



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# Qualitative Market Research

- ▶ Types of qualitative market research
  - ▶ focus groups
  - ▶ Interviews
  - ▶ ethnography
  - ▶ observations
  - ▶ home-based videos



# Quantitative Market Research

- ▶ It is important to determine the best type of research for the brand
- ▶ Type of quantitative research
  - ▶ survey
  - ▶ questionnaire
  - ▶ experimental
  - ▶ correlational



# Brand Positioning, Presentation and Communication

- ▶ Brand research
- ▶ Brand positioning
- ▶ Communicating with consumers



# Brand Positioning



# Competitive Intelligence Scanning

- ▶ What is competitive intelligence scanning?
- ▶ Macro trend analysis



# Conclusion

## ▶ Unit Six Learning Outcomes

- ▶ Evaluate brand attitudes as part of a consumer focus group
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# What's Next?

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

