ISM UNIVERSITY OF MANAGEMENT
AND ECONOMICS

Corporate Image and Brand Management

Course code	*MNG236*
Compulsory in the programmes	*-*
Level of studies	*Undergraduate*
Number of credits and	*6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)*
Course coordinator (title and name)	*Indre Razbadauskaite Venske*
Prerequisites	*Marketing Principles*
Language of instruction	*English*

THE AIM OF THE COURSE:

To provide students with fundamental corporate communication and brand management principles knowledge by evoking goal-oriented thinking that combines creativity and analytical skills.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. To name and define the major theories, nature of corporate communication concepts, its historical emergence, and role in contemporary companies.	BLO1.1, BLO1.2, BLO4.3.	Midterm exam, homework assessment during seminars	Lectures, articles, self-study
CLO2. To identify and differentiate corporate image, identity in relation to corporate reputation	BLO1.1, BLO4.3.	Midterm and final exam, homework assessment during seminars	Lectures, group homework, seminars, self-study
CLO3. To prepare and design a rebranding case project that helps students understand and explain how companies should communicate their corporate image.	BLO4.1, BLO4.2	Final exam, homework assessment during seminars	Final exam, homework assessment during seminars
CLO4. To comprehend the critical role of corporate communications in building and maintaining relationships with employees and customers.	BLO4.1, BLO4.3.	Final exam, homework assessment during seminars	Final exam, homework assessment during seminars
CLO5. To analyze brand management principles.	BLO1.1, BLO1.2.	Midterm and final exam, homework assessment during seminars	Midterm and final exam, homework assessment during seminars

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CLO6. To work in a team, to present work results in written or oral form, to argue decisions	BLO1.1, BLO1.2., BLO4.2	Homework assessment during seminars	Homework assessment during seminars

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
SESSION 1 Introduction to the Course. Course requirements and procedures. Individual tasks and teamwork. Reporting requirements. Overview of tasks for assignments. Introduction of corporate image, identity, and reputation	4	Podnar, K. (2015). Corporate communication: A marketing viewpoint Routledge. Taylor and Francis Group
SESSION 2 Corporate communication framework Public image Introduction to rebranding cases assignment Individual homework: key concepts in corporate communication of your chosen company	4	Podnar, K. (2015). Corporate communication: A marketing viewpoint Routledge. Taylor and Francis Group
SESSION 3 **Brands and brand management AND customer-based brand equity and brand positioning – I PART** The strategic brand management process What is a brand? Review branding and the marketing mix Elements of strong brands Brand positioning Class discussion	5	CH1-2 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.
SESSION 4 **Customer-based brand equity and brand positioning – II PART AND brand resonance and the brand value chain** Defining a brand mantra Brand salience Brand performance Brand imagery Building branding communities Brand architecture Brand personality	5	CH 2-3 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.

Brand ladder		
SESSION 5 **Choosing brand elements to build brand equity AND Designing marketing programs to build brand equity** Criteria for choosing brand elements Integrating marketing Product strategy Pricing strategy Channel strategy	6	CH 4-5 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.
SESSION 6 **Integrating marketing communications to build brand equity** Major marketing communication options Brand amplifiers A new model for brands (brand fantasy model) Ethical branding	4	CH 6 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.
SESSION 7 **Branding in the digital era** Brand engagement Digital communications Social media channels Mobile Marketing Influencer marketing Content marketing	4	CH 7 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.
SESSION 8 **Midterm exam.** Topics from sessions 1-7 included.	2	
SESSION 9 **Leveraging secondary brand associations to build brand equity and Developing a brand equity measurements and management system** Conceptualizing the leveraging process Co-branding Licensing Celebrity endorsement Conducting brand audits Designing brand tracking studies Establishing a brand management system	6	CH 8-9 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.

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SESSION 10 **Presentations** Rebranding cases presentation in class	3	
SESSION 11 **Measuring sources of brand equity AND Measuring outcomes of brand equity** Capturing customer mind-set Capturing marketing performance	3	CH 10-11 Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.
SESSION 12 **Employer branding**	2	
	Total: 48 hours	
CONSULTATIONS	3	
MIDTERM EXAM	2	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 25%	
Rebranding cases	25%
Individual Components 75 %	
Midterm exam	25%
Key concepts table	10%
Final exam	30%
Participation	10%
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT
(Provide short descriptions and grading criteria of each assignment)

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The Mid-term Exam is given to students to check their theoretical knowledge of concepts, classifications, applications, and correct identifications of practical situations. The mid-term exam will cover topics of sessions 1-7. The accumulative weight of midterm exam is **25%**

The Final Exam is given to students to check their theoretical knowledge of concepts, classifications, applications, and correct identifications of practical situations. The final exam questions will cover topics of sessions 8-12. The accumulative weight of final exam is **30%.**

RETAKE POLICY

Students who receive a failing final grade shall have the right to **re-take the exam** during the re-sit week, which will comprise **55% of the final grade** and include all semester material. Home assignments cannot be retaken at a later time; only the grades for home assignments collected during the course will be included in the final grade.

REQUIRED READINGS

- Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.

ADDITIONAL READINGS

- Podnar, K. (2015). Corporate communication: A marketing viewpoint Routledge. Taylor and Francis Group
- Cialdini, R. B (2006). Influence: The Psychology of Persuasion, Revised Edition
- Cornelissen, J. (2011) Corporate communication: A guide to theory and practice 3rd edition. Sage Publications

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ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management
Programmes:
International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science
Programmes:
Economics and Data Analytics,
Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2.Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper