

BRANDING: IDENTITY, STRATEGY AND REPUTATION

IE University

Professor: **KYU JIN SHIM**

E-mail: kshim@faculty.ie.edu

Academic year: 22-23

Degree course: SECOND

Semester: 2^o

Category: COMPULSORY

Number of credits: 6.0

Language: English

PREREQUISITES

There is no prerequisite for this course.

SUBJECT DESCRIPTION

Branding can be broadly defined as the process involved in creating a unique name and image for a product in consumers's minds, mainly through adhering to consistent themes across all marketing and communication efforts.

The ultimate aim is to establish a significant and differentiated presence in the marketplace that not only attracts but also retains loyal customers. Brands are one of the most important assets for any business, particularly in today's dynamic marketing landscape where publishing and message distribution are no longer limited to media entities.

Through the use of social media, brands are forever trapped in conversations about them: every consumer is a publisher and has his or her own vision of the brand to promote. Thus, each brand is competing for time and attention – today's scarce resources – to break through the message clutter in order to build relationships with a wide range of stakeholders, including but not limited to consumers.

This subject focuses on branding as an "art" to align what company's want stakeholders to think about them with what stakeholders actually do think about the company.

OBJECTIVES AND SKILLS

This course is designed to build on students understanding of the role a brand plays in driving shareholder value for an organization and how an organization can influence that brand value.

Shareholder value is understood in the widest possible sense, and includes both internal and external shareholders including consumer. Attention is given to the organization as a brand with value itself.

In addition, this course aims to help build effective brand strategies particularly in response to the world after the pandemic.

- Understand the process involved in building a brand and why it is an important and powerful part of the guiding philosophy for most organizations and an important element in a cohesive and sustainable business strategy
- To develop the knowledge and perspective necessary to facilitate the development of strong brands and businesses
- To become familiar with the opportunities and boundaries presented by brand management tasks
- To develop an understanding of how to manage brands for continued growth and profitability
- Understand how corporate reputation is measured by a variety of stakeholders, both internal and external
- Understand and appreciate the importance of having a balanced approach to reputation management and branding with focus on employees and key stakeholders as well as on financial success
- Understand the evolution of corporate reputation in the digital age
- Identify the important opportunities facing a business and setting out a course of action of dealing with them

METHODOLOGY

The course will be taught employing IE's Liquid Learning methodology. Liquid learning is a transformational and interactive educational experience that transcends single methodologies and platforms to blend physical, digital and natural environments so that students obtain a world-class education no matter their location or situation. Students will learn alongside one other and work together in teams. Hybrid brings together the human, digital and natural worlds into a seamless whole and enables IE University to be a truly global campus.

The Liquid Learning methodology combines three essential elements for a complete and dynamic learning experience: synchronous interactions, asynchronous interactions and individual inquiry and discovery.

Synchronous Interaction is learning that happens in live, in real-time. For example, attending classes (lectures, discussions, labs, studios) in-person or virtually, working with classmates on team projects in a work-room or video-conference platform, or getting help and feedback from professors in-person or online.

Asynchronous Interaction and Individual Inquiry and Discovery are learning experiences that happen interactively and asynchronously using collaboration tools and digital platforms. For example, debating topics in a digital forum, critiquing the work of classmates posted in a digital gallery, working on a proposal or project using a collaborative document-sharing platform, or getting help and learning support in messaging-based system.

In this way, students will be exposed to both theoretical and practical training. Discussions and exercises in class and online will be essential for growth in the competencies needed and will be encouraged at all times.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	20.0 %	30 hours
Discussions	13.33 %	20 hours
Exercises	20.0 %	30 hours

Group work	26.67 %	40 hours
Other individual studying	20.0 %	30 hours
TOTAL	100.0 %	150 hours

PROGRAM

APPROACH

This course is to cover the comprehensive parts of branding, from theories and principles to the analysis and management. Thus, this course will be divided into 3 parts.

1. Essentials of Brand Management: consumer-centric approach to creating brand value. During this part of the course all elements of branding and brand expression will be covered.
2. Essentials of Corporate Reputation: company-centric approach to creating brand value. During this part of the course all elements of reputation and acknowledgment will be covered.
3. The Metrics Behind: keeping the company healthy. During this part of the course students will learn about the metrics that companies use to grow brand value and that span marketing, branding and communications.

PART I: ESSENTIALS OF BRAND MANAGEMENT: CONSUMER DRIVEN BRANDING

Throughout this part of the course we will be referring to the following book:

Title: Strategic Brand Management: Building, measuring and managing brand equity

Author: Keller, K.L. (Compulsory reading)

Publisher / Edition / Year: Pearson/Prentice Hall, 5th Edition, 2019

SESSION 1 (LIVE IN-PERSON)

What is a Brand and what is Brand Management?

- General introduction to the course
- Introducing the group project
- Evaluation criteria

#Textbook: Chapter 1

SESSION 2 (LIVE IN-PERSON)

Brand Elements

- Brand identity
- Brand awareness

#Textbook: Chapter 4

Note: Live in-person sessions will cover lecture, class activity, discussion and wrap-up.

SESSION 3 (ASYNCHRONOUS)

Brand Success Cases

During this one-day discussion forum we will be reviewing leading brands and discussing the elements that have led to success.

This forum will build on Sessions 1 and 2 and we will learn how to evaluate success.

Check out: <https://www.bavgroup.com/about-bav/brandassetr-valuator>

SESSION 4 (LIVE IN-PERSON)

Fundamentals of Branding Strategy: Brand Positioning I

- Customer-based brand equity
- Consumer segmentation

#Textbook: Chapter 2

SESSION 5 (ASYNCHRONOUS)

Fundamentals of Branding Strategy: Brand Positioning II

-1-day forum: we will discuss different great examples of positioning strategies in different contexts.

#Group project members will be confirmed.

Note: Asynchronous sessions will be devoted to ongoing meetings with individual groups for discussion and feedback. Students have to make time on their agenda for synchronous meetings.

SESSION 6 (LIVE IN-PERSON)

Fundamentals of Branding Strategy: Brand Building I

- Brand resonance
- Brand value chain

#Textbook: Chapter 3

SESSION 7 (LIVE IN-PERSON)

Fundamentals of Branding Strategy: Brand Building II

- Case studies, discussions & activity

SESSION 8 (LIVE IN-PERSON)

Fundamentals of Branding Strategy: Brand personality I

- Aaker's Model of Brand Personality and its role in positioning
- Human-centric branding
- Storytelling and brand community

Article: Dimensions of Brand Personality (Journal of Marketing Research v34 n3 (19970801): 347-356) (ced)

SESSION 9 (ASYNCHRONOUS)

Fundamentals of Branding Strategy: Brand personality II

- Case studies, discussions & activity

#Group project discussion

SESSION 10 (LIVE IN-PERSON)

Fundamentals of Branding Strategy: Brand Marketing I

- Integrated marketing
 - Marketing communication tools
- #Textbook: Chapter 5 & 6

SESSION 11 (ASYNCHRONOUS)

Fundamentals of Branding Strategy: Brand Marketing II

- Case studies, discussions & activity
- #Group project discussion

SESSION 12 (LIVE IN-PERSON)

Measuring & Interpreting Brand Performance I

- Research: What is happening out there? And what does business need to know?
 - Brand audit
 - Measuring outcomes of brand equity
- #Textbook: Chapter 9

SESSION 13 (LIVE IN-PERSON)

Measuring & Interpreting Brand Performance II

- Big data analysis
 - Small data analysis
- #Textbook: Chapter 10

SESSION 14 (LIVE IN-PERSON)

Overview of the session 1-13

- Q & A/ Discussion forum

SESSION 15 (LIVE IN-PERSON)

Mid-Term Exam: will cover all the material covered in Sessions 1 - 13. The exam will be Open Book. It will last 1hour and 30 mins.

SESSION 16 (ASYNCHRONOUS)

Group Project Briefing

Instructions for the Group Project will be posted and students will work in their own groups throughout the day using an interactive online platform created for this purpose - I will give feedback to each group separately throughout the day to ensure they are all on the right track. By the end of this 1-day forum all groups will have a clear direction for their Group Project.

SESSION 17 (LIVE IN-PERSON)

Brand Future: Engage and Revive

- Brand extension
 - Brand revitalizing
- #Textbook: Chapter 13 & 14

SESSION 18 (LIVE IN-PERSON)

- Branding ad Marketing Strategies in A Digital World and Post-Covid Era I
- Marketing technology for humanity
 - Challenges and new tactics after the pandemic
- #Textbook: Chapter 7

SESSION 19 (ASYNCHRONOUS)

- Branding ad Marketing Strategies in A Digital World and Post-Covid Era II
- Branded content
- Exercise will be around Branded Content and its distinct types in a forum format with an open google drive to expand knowledge into their Group Project Brand.

PART II: ESSENTIALS OF CORPORATE REPUTATION

Throughout this part of the course we will be referring to the following book:

Title: Corporate Reputation: Brand and Communication Author: Roger, S. and Fill, C. Publisher / Edition / Year: Pearson, 2012 (Recommended reading)

Specific readings will be provided in the relevant sessions.

SESSION 20 (LIVE IN-PERSON)

- The Rise of Corporate Reputation I
- Stakeholder management
 - Corporate communication
- #Textbook: Chapter 1 & 12

SESSION 21 (ASYNCHRONOUS)

- The Rise of Corporate Reputation II
- Case studies & discussions
- # Group project progress report

SESSION 22 (LIVE IN-PERSON)

- The Scope of Corporate Reputation I
- Corporate identity, image and reputation
 - Influences on corporate reputation
- #Textbook: Chapter 2

SESSION 23 (ASYNCHRONOUS)

Essentials of Corporate Reputation II

- Case studies & discussions

#Group project progress report

SESSION 24 (LIVE IN-PERSON)

Adaptation to Different Organizational Environments I

- The importance of corporate culture

- Organization/employee communications

#Textbook: Chapter 3

SESSION 25 (ASYNCHRONOUS)

Adaptation to Different Organizational Environments II

- Case studies & discussions

#Group project progress report

SESSION 26 (LIVE IN-PERSON)

Corporate Social Responsibility and its Role in Reputation I

- CSR or purpose?

- Ethical consumerism

- Brand activism

#Textbook: Chapter 5

SESSION 27 (LIVE IN-PERSON)

Overview of the session 17-26

- Q & A/ Discussion forum

SESSIONS 28 - 29 (LIVE IN-PERSON)

Presentation of Team Projects

- During this session, students will be given the chance to present their project results.

- Please note these sessions are compulsory and absences are not permitted. An absence will result in you forfeiting your grade for the Final Project

- Projects will take place in maximum 6 Groups of approx 7 students designed by me

SESSION 30 (LIVE IN-PERSON)

Final Exam

The Exam will be Open Book and cover the whole course. It will last 1hr 30min and consist of Case Studies to apply the theory learnt. More emphasis will be given to Part II but students will be required to use concepts learnt in Part I and tested in the Mid-Term Exam.

BIBLIOGRAPHY

Compulsory

- Keller, K.L.. (2019). *Strategic Brand Management: Building, measuring and managing Brand Equity*.. 5th. Pearson/Prentice Hall. ISBN 9781292314969 (Printed)

Recommended

- Roger, S. and Fill, C.. (2012). *Corporate Reputation: Brand and Communication*. 1st edition. Pearson. ISBN 9780273727590 (Printed)

EVALUATION CRITERIA

Your final grade in the course will be based on both individual and group work of different characteristics that will be weighted in the following way:

Criteria	Percentage	Comments
Group Presentation	30 %	
Final Exam	20 %	
Individual Work	10 %	
Class Participation	15 %	
Intermediate Tests	20 %	Mid term exam
Other	5 %	Peer evaluation

A. CLASS PARTICIPATION (15%)

Experience has shown this course works best with good class participation, and thus it will be an important part of the course. If you do not participate at all during class, your grade will be low and this will impact the final grade.

Students will be given the option, where appropriate, to present individual assignments to the rest of the class in order to boost their class participation grade (read below).

Please note that this part of the evaluation includes your attendance, how much you participate in the discussion in class, and assignment completion. If you do not attend, for whatever reason, you are forfeiting the opportunity to obtain the participation credit allotted to that session. Thus, please note this 15% of the grade will be objectively calculated based on your attendance according to the following rubric:

5 = 9 absences. The maximum number allowed before you automatically fail the class

6 = 8 absences

6.5 = 7 absences

7 = 6 absences

7.5 = 5 absences

8 = 4 absences

8.5 = 3 absences

9 = 2 absences

9.5 = 1 absence

10 = 0 absences

Informed Participation and contribution to the learning atmosphere. Beyond simply showing up,

participation in class discussions and activities is an important component of this course. Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

Participation is graded using the criteria below, which are adapted from:

http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.ht

The average level of participation usually satisfies the criteria for a "7", which would correspond to a "B".

Grade 0-4,9 Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.

Grade 5,0-6,9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

Grade 7-8,9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

Grade 9,0-10,0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

B. INDIVIDUAL EXERCISES (HOME) – (10%)

During the course, students will be required to write a full exercise between lectures. The exact nature of his exercise will be explained at the end of each relevant lecture and material will need to be presented/discussed during the following relevant lecture. Where relevant, students will be given the chance to present their work at the beginning of the class, helping them to boost their class participation.

Students will be working on a brand of their choice on different aspects covered in the course. The assignment will be worth 5%. Students will have to choose either type of assignment.

Type 1) For the chosen brand, students will be asked to complete the essence of brand positioning for that brand using the tools that they learn in class. The assignment will be handed back to students after marking.

Type 2) Or, students will have to research, for the chosen brand, the suitable elements that exemplify reputation and that reinforce a 360° brand value equation for all stakeholders of a brand.

- You must hand in all assignments. Assignments must be handed in punctually. Tardy assignments will see the grade progressively lowered by one point up to a maximum of 48 hours delay.

- All assignments must be handed in on their respective columns on campus online. I will not review assignments delivered after 48 hours of the due date, nor will I review assignments delivered via email or as hard copies.

- All assignments must be handed in either in a Word or Power-Point Formats. No PDF assignments will be accepted and they must be submitted on Blackboard. The Professor will not evaluate assignments submitted via e-mail.
- Just coming to class is not enough to get a high participation score. You must actively share in class discussions, participate in group activities and come to class prepared with insightful and interesting ideas.
- Doors close 5 minutes into the class time and students will be deemed absent past that time.
- Plagiarism will result in a failing grade.

C. MID TERM EXAM (20%)

The Mid-term Exam will check your understanding of the main concepts and will review the assigned reading and class discussions for the first 14 sessions of the course. Complete emphasis will be made on branding aspects. The exam will last 1hr 30min.

D. FINAL GROUP PRESENTATION AND REPORT (30%)

This project provides a hand-on opportunity to practice on the learnings from the whole course. You will be working in small groups of about 5/6 (TBC depending on the total number of students).

Students will be given the chance to conform their groups and present their members during Session 5. If a student does not have a group by then, they will be assigned to one.

You will be handed in a real briefing from a real Branding problem.

Please note you will be expected to work on the project throughout the course, adding information as you learn material in lectures.

You will present your work as a group during Sessions 28 & 29. THESE TWO SESSIONS ARE COMPULSORY, SINCE THEY CONSTITUTE A FORMAL EXAM OF THE TEAM AS A WHOLE.

NO TALKING WILL BE ACCEPTED DURING THE PRESENTATION.

Details on expected output are given during the Briefing Session.

E. FINAL EXAM (20%)

The exam will be based on all the materials discussed during the semester (lectures, class discussions, assigned readings, and class assignments). Re-grade requests have to be submitted in writing explaining why you believe that your answer, as written, was incorrectly graded.

Please note that when you ask for a re-grade, since this considers again the whole exam, the final grade may be increased as well as decreased.

F. PEER EVALUATION (5%)

The presence of free-riders in teams is a problem I take VERY seriously. The willingness and ability to work in teams is highly regarded in the workplace and this class will help you to start working with this mindset. Teams as a whole will be responsible for their general management and teammates will be asked to provide a written evaluation of their peers. Sessions 8 and 16 and the formal presentation of the projects during Sessions 28-29 are important team efforts with a considerable weighting in the overall grading of this class. I therefore expect all members of all teams to collaborate and work diligently to achieve the best possible results. Thus, attendance to all these sessions will be compulsory to ensure a team effort and any unjustified absence will be penalized. Should there be any "serious" circumstance to take into account, I will expect students to formally warn me with plenty of time to take action. I will not accept last minute excuses.

RETAKE POLICY

Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enrol again in this course next academic year).

Grading for retakes will be subject to the following rules:

- Students failing the course in the first regular period will have to do a retake in December/ January (TBC) (except those not complying with the attendance rules, which are banned from this possibility).

- Date and location of the December/January (TBC) retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.

- The maximum grade that a student may obtain in the retake will be 8 out of 10.

- o The June/July retakes will consist on a comprehensive exam. The grade will depend only on the performance in this exam; continuous evaluation over the semester will not be taken into account. This exam will be designed bearing in mind that the passing grade is 5 and the maximum grade that can be attained is 8.

- o The non-June/July retakes (this happens in the ordinary period: students in their third attempt) will consist on an exam. Students should take the final exam with the rest of the class.

PROFESSOR BIO

Professor: **KYU JIN SHIM**

E-mail: kshim@faculty.ie.edu

KYU JIN SHIM

Dr KyuJin Shim (PhD, Syracuse University) is an Assistant Professor of Communication & Media in IE University.

Prior to joining the IE University in 2022, KyuJin was a Lecturer in Media and Communications at the University of Melbourne (2018-2021), and an Assistant Professor of Corporate Communication at Singapore Management University (2014-2018). She taught marketing and communication, social media strategy, and strategic content creation. Her research interests are ethical and political consumerism in the context of globalization and digitization in communication.

Before starting her academic journey in the US in 2008, she spent 7 years as a media expert across both digital and traditional media. Upon completion of her BA degree, Dr. Shim started her journalism career in Korea at a network broadcasting news reporting company in South Korea, CJB (2001-2003).

Lter, Dr. Shim rode the digital bandwagon, so to speak, with the major Internet portal service in South Korea, Daum Communication, where she managed both its blog news service (creating/editing blog content and supervising blogger journalists) as well as their online video service (the Korean version of YouTube). During her Daum tenure, she was able to interact and collaborate with various organizations in the design of social media campaigns. She drew on that versatile media experience - spanning both broadcasting journalism and web video services - to help students think comprehensively about converging media professions.

Her professional experience extends to her research endeavors as to how culture, ethics and politics in various contexts interplay in shaping public opinion in a digitized and interactive media landscape.

She won several research awards in the top international conferences and published more than a dozen of research papers in prestigious journals.

Her research program uses principles in normative ethics and attribution processes to better understand factors in persuasion, influencing how dynamic consumers respond to corporate and public issues. In particular, my research explores how corporate ethical endeavors or lapses are received differently based on individual value systems and cultural differences, which thus shapes differential outcomes of marketing and PR campaigns.

OTHER INFORMATION

This subject does not require the use of a laptop / tablets except in cases when students take notes. I will take note of which students do so and follow up closely.

Laptops / tablets will be used to spark certain discussions.

There is no need for laptops outside these two instances. Any other use which is not strictly academic is forbidden and may result on class expulsion of the individual using the laptop.

·Use of any other mobile device (mobile phones) is strictly forbidden. Mobile devices should be put on Airplane Mode during class and its use will result on immediate expulsion from the class.

CODE OF CONDUCT IN CLASS

1. Be on time: : Students arriving more than 5 minutes late will be marked as “Absent”.

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.

3. Do not leave the room during the lecture: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. Do not engage in side conversation. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. No cellular phones: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”:

The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.