Course: Strategic Brand Manager   credits: 15

Course code	LCVM21MIC02	**Modes of delivery**	Assignment
Name	Strategic Brand Manager		Guest lecture
Study year	2022-2023		Peer feedback
ECTS credits	15		Practical / Training
Language	English		Problem-based learning
Coordinator	T. Drijfhout-Roeters		Self-study
			Tutorial
		Assessments	Strategic Brand Manager - Other assessment

Learning outcomes

PLO B3: Designs, conducts and critically reviews (online) communication research to underpin communication strategies and tactics, as part of strategic decision making and with relevance to professional practice.

PLO D7: Aligns communication strategy and planning with organisational values and purpose, sets clear communication objectives, and uses written and visual language to communicate effectively across media channels.

PLO E9: Demonstrates continuous learning and improvement independently and with others, by reflecting on professional behavior and professional goals.

Content

In this 15 EC module you will demonstrate your competences as a Strategic Brand Manager. You will demonstrate how to build stronger brands and how to internationalize these brands. Leaning in this module is guided by an unifying 'capstone' project that connects and aligns learning across all topics in the module. The capstone project is supported by study units in quantitative applied research methodology, strategic brand management. intercultural communication and persuasive writing:

Capstone Project 2
As part of an international team, the student develops an international brand positioning strategy for a real-world client by using insights from global branding, marketing, communication, quantitative research and intercultural communication. The brand positioning strategy is translated into tactics and media appropriate to the international and the intercultural business context. Students develop an evidence-based mindset and are asked to integrate digital marketing and social media in a compelling brand story.

Applied Research Methodology 2
The study unit offers skills in quantitative communication research methods required of a Strategic Brand Manager. Students deepen and broaden their research mindset through continuous engagement with professional practice and through combining a range of synthesis-level critical thinking & quantitative research skills with real-world brand communication strategy making. Skills include dealing with online quantitative datasets. Quantitative research methods that the programme offers, support an authentic problem-solving approach, and these methods provide the rigorous evidence needed at any stage of the problem-solving research cycle. Students develop critical thinking (logic and reasoning, conceptual thinking), problem-solving (planning and data collection), analysis (data analysis) and data communication skills (data visualisation).

Strategic Brand Management
The overall objective of this study unit is to analyze brand management from a corporate and a consumer perspective. The purpose of a brand positioning strategy is to align brand image and brand identity. Two views are considered in brand positioning. The inside-out view emphasizes the identity of the organisation and the outside-in approach emphasizes the market- or customer-driven view. The student will be introduced to these two approaches. Positioning a brand involves an attempt to influence customer behaviour into a certain desired direction. Traditionally, positioning implies influencing the psychological processes that guide customer behaviour. According to this perspective, influencing these psychological processes reinforces the brand image or corporate image, resulting in stronger brand attachment and a higher probability that the targeted audience becomes or remains a customer. The approach of authors such as Keller support this perspective. This perspective is challenged by Sharp and Romaniuk who emphasize physical and mental availability. The student learns how to deliver optimized customer experiences and how to integrate

social media channels into effective brand positioning. The student argues a view on brand positioning in a persuasive essay in support of the capstone project.

Intercultural Communication 2
Understanding cultural factors influencing consumer perceptions is crucial to determine a branding strategy. The student produces various types of content for a variety of international business settings. The student discusses and practises cultural rules for establishing relationships which include views on authority, assertiveness, harmony, formality and ethical considerations. Lastly, the student assesses a personal conflict dynamics profile from an intercultural perspective and practices different cultural approaches to conflict.

Persuasive Writing: training
In hands-on workshops, the student works on creating compelling stories and texts which is a crucial skill in many settings.

The different elements are assessed as integrative parts of the modules' master portfolio and a criterion-based interview.

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