

BRAND MANAGEMENT

GUIDE TO READINGS

Lecture 1 – Guide to Readings

The objective of Lecture 1 is to provide a flavour to branding and introduce you to fundamental concepts and models in the subject that help building a brand. They include brand identity, brand elements, brand mantras, brand meaning, brand meaning evolution model, and types of brand.

1. Reading 1.1 - Keller, K. "Brand mantras: rationale, criteria and examples." *Journal of Marketing Management* 15, No. 1-3 (1999): 43-51.

Skim. Keller introduces a shorter version of brand positioning which we will discuss in Lecture 3 – Positioning a brand. Focus on designing a brand mantra with three key components: emotional modifier, descriptive modifier, and brand functions.

2. Reading 1.2 - Urde, M. "The brand core and its management over time". *Journal of Product & Brand Management*. 25/1 (2016): 26–42.

Skim. Urde explores the brand core and its management over time. The aim is to develop a framework for managing the core of a brand for continuity and change. A longitudinal case study of the Volvo brand's core and its management is presented. Focus on Section 2 Literature Review.

3. Reading 1.3 - Batey, M. "The Evolution of Brand Meaning", in *Brand Meaning*(2008), New York: Routledge.

Skim. This reading describes what stages does the development of brand meaning pass through. Focus on the Introduction section (page 189-196).

4. Reading 1.4 - Batey, M. "Brand Meaning: *Definitions and Directions*", in *Brand Meaning*, (2008), New York: Routledge.

*Skim. People buy things not only for what they can do, but also for what they mean. This reading explores the nature of brand meaning: what it is and how it is generated. Focus on Primary Brand Meaning and Implicit Brand Meaning in *The Brand Meaning Framework* (pages 124-136).*

5. Reading 1.5 - Keller, K. "Brands that transcend- how to navigate the future of brand management." *Marketing Management* 20, No. 2 (2011): 36.

Skim. Keller discusses six branding imperatives to help managers navigate the new challenges of brand management. Sections 4 and 6 provide an excellent summary of what a brand manager should consider in building and leveraging a strong brand.

6. Reading 1.6 – Chapter 4 "Choosing brand elements to build brand equity", of the textbook Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.

This e-book is available on the university online library.

7. Chapter 1 “Brands and brand management” of the textbook Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.

This e-book is available on the university online library.

8. Chapter 2 “Customer-based brand equity and brand positioning” of the textbook Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.

Focus on “defining a brand mantra”. This e-book is available on the university online library.

9. Industry Report – Interbrand Best Global Brand 2021

Lightly Skim. This annual report identifies the world's 100 most valuable brands in 2020 and provide marketers, investors and consumers unprecedented insights into the state of the brands.