**Branding**

To enable learners to develop knowledge and understanding of branding and its impact on the success of organisations.

**Indicative Content**

**1. Understand the importance of branding and brand awareness for organisations**

* Evolution of branding, brand elements, branding as a strategy, branding vs. marketing.

Consumer Behaviour:

* Consumer purchase motivation and ability, brands as symbols, consumer decision-making, brand preference, marketing mix elements, psychological needs.

Branding for products:

* Brand knowledge, product positioning, corporate branding, personal branding, global branding.

Brand architecture:

* Branding strategies, key questions of brand architecture, types of brand architecture, brand width, length and depth; market segmentation.

Brand awareness:

* Depth and breadth, competitiveness of an organisation, brand recall and recognition, salience.

**2. Understand the principles of brand equity**

Customer-based brand equity model:

* The role of brand identity, Keller's Brand Equity Model, brand identity and its elements, brand meaning, brand response, brand resonance, brand associations.

Reinforcement and revitalisation strategies:

* Brand equity management, brand position, fortifying vs. leveraging, brand essence, Ansoff’s growth strategy.

Brand extensions

* Framework for evaluating extensions, brand proliferation, impact of brand extensions on parent brand equity, consumers' responses to extensions, the effect of culture, synergy, risks to an organisation.

**3. Understand the role of ‘secondary’ brand associations in building brand equity**

Secondary brand associations:

* Effects on existing brand knowledge; guidelines: commonality and complementary; awareness, meaningfulness and transferability; response-type and meaning-type responses.

Different types of secondary brand associations:

* Co-branding, celebrity-led endorsement, sponsorship, channels of distribution, licensing, countries or origin or geographical areas, ingredient-branding, third-party sources.

Potential problems:

* Negative impact on existing brand knowledge, financial implications on the brand value, corporate social responsibility, short-term and long-term impact on the brand equity.