

AMDM312 – Brand Management and Content Marketing

Course Title	Brand Management and Content Marketing				
Course Code	AMDM312				
Course Type	Elective				
Level	BA (Level 1)				
Year / Semester	4 th year/7 th semester				
Teacher's Name	Dr Danae Harmandas / Ms Marina Nicolaou				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>This course aims to develop a deep understanding on the fundamental decisions relating to brand management. It focuses on providing students with the skills and knowledge required to develop and execute a successful brand strategy by applying relevant strategies and considering brand equity as their driving force.</p> <p>A key aspect to brand building is the development of appropriate content in the context of the development of the organisation's digital strategy. Content marketing is the focus of the second part of this module aiming to introduce students with the fundamental principles of content marketing and enable them to plan and execute a content marketing strategy in a persona-oriented, data-driven way.</p> <p>This course is fundamental in enabling students to use appropriate tools and processes in order to design value creating brand management and content marketing strategies. This knowledge is essential for students pursuing a career in marketing and digital marketing.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the Brand Management components 2. Design, implement and evaluate Branding strategies. 3. Identify the importance and outcomes of brand equity 4. Understand the fundamentals of content marketing and use content effectively at each stage of a digital marketing strategy 5. Design a content marketing strategy 6. Create and curate compelling content using tools and techniques including content personalization and brand storytelling 				
Prerequisites	AMDM112	Corequisites	None		
Course Content	<p>1. Brands and Brand Management What is a Brand? Branding Challenges & Opportunities</p>				

	<p>The Brand Equity Concept Strategic Brand Management Process</p> <p>2. Customer-based brand equity Making a Brand Strong Sources of Brand Equity The 4 Steps of Strong Brand Building Creating Customer Value</p> <p>3. Brand Positioning Establishing Brand Positioning Positioning Guidelines Internal Branding Brand Audits</p> <p>4. Designing marketing programmes to build brand equity The New Media Environment Marketing Communication Options Developing IMC Programs Leveraging Secondary Brand Associations to Build Brand Equity</p> <ul style="list-style-type: none">○ Country of Origin Effects○ Channels of Distribution○ Co-Branding Licensing○ Celebrity Endorsement <p>5. Developing a Brand Equity Measurement & Management System The Brand Value Chain Designing Brand Tracking Studies Brand Equity Management System</p> <p>6. Designing and Implementing Branding Strategies Brand Architecture Brand Hierarchy Designing a Branding Strategy Introducing and naming new products and brand extensions</p> <p>7. Content Marketing Concepts and Strategy Content marketing Types of content Content intent Community Management Content Marketing Strategy</p> <p>8. Using Content Research to Find Opportunities Social listening Competitor analysis Content audit</p> <p>9. Developing a Content Marketing Plan</p>
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	<p>Content goals Buyer personas Content Topics Content calendars Content management systems</p> <p>10. Creating and Curating Content Content creation Content types Content creation tools Content curation Content curation tools Defining your brand personality Brand story telling Content personalisation</p> <p>11. Publishing and Distributing Content Content platforms Content seeding Content scheduling Content promotion Content repurposing</p> <p>12. Metrics and Content Marketing Performance Content marketing ROI Content Marketing goals Key metrics and tools</p>
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course’s content by real life companies and to provide students with information by experts (e.g. CEO’s, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
Bibliography	<p><u>Textbooks:</u></p> <ul style="list-style-type: none"> ○ Keller, K.L. and Swaminathan, V. (2020) Strategic Brand Management. Pearson Education ○ Digital Marketing Institute learning materials

	<p><u>References:</u></p> <p>Book</p> <ul style="list-style-type: none"> ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill <p>Journal articles</p> <ul style="list-style-type: none"> ○ Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M. et al. (2020) The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury? Journal of Brand Management, 27, p. 195–210 ○ Meire, M., Hewett, K. and Ballinngs, M. Kumar, V. and Van den Poel, D. (2019) The role of marketer-generated content in customer engagement marketing. Journal of Marketing, 83(6), p.21-42 ○ Scholz, J. and Smith, A. N. (2019) Branding in the age of social media firestorms: how to create brand value by fighting back online. Journal of Marketing Management, 35(11-12), p.1100-1134 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of brand management ○ Journal of Consumer research ○ Journal of Marketing ○ Journal of Promotion Management <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com ○ Search engine journal https://www.searchenginejournal.com/category/content-marketing/#close ○ Facebook Newsroom https://about.fb.com/news/ ○ Think with Google https://www.thinkwithgoogle.com/ ○ Digiday https://digiday.com/ ○ HubSpot Company News https://www.hubspot.com/company-news ○ Official YouTube Blog https://youtube.googleblog.com/
Assessment	<p>(a) <u>Methods:</u> Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u> <u>Course work</u></p>

- Assignment
- Mid term exam
- Oral Presentation

(b) Criteria:

Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)

- Each question is however assessed using the following general criteria :
 - 86%-100% excellent/comprehensive answers
 - 76%-85% very well answered questions
 - 66%-75% well answered questions
 - 50%-65% satisfactory answered questions
 - 0%-49% poor or incorrect answers

Assignment and Oral Presentation

*The assignment assessment criteria will be presented in the context of the assignment guidelines that will be given to the students in due time

*The oral presentation assessment criteria are as follows:

	Maximum mark
Preparation	15
PPT presentation (Clear, not overcrowded)	15
Content	20
Organization of information	15
Ability to answer questions	20
Adherence to time limit	15
MAXIMUM TOTAL MARK	100

*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

(c) Weights:

- Final exam: 60%
- Group assignment: 20%
- Mid term exam: 15%
- Presentation: 5%

Language

English