



## *Syllabus*

### *Brand Management - 55743*

*Last update 08-04-2024*

*HU Credits: 3*

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Osnat Cottan Nir*

*Coordinator Email: [osnat.cottan@mail.huji.ac.il](mailto:osnat.cottan@mail.huji.ac.il)*

*Coordinator Office Hours: By appointment*

*Teaching Staff:  
Dr. Osnat Cottan Nir*

*Course/Module description:  
Brands are the intangible, but most valuable asset of companies.*

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*Their importance intensifies in the technological global world, where any other competitive advantage is short-term. Creating a strong brand and managing it, allows the company to maintain a long and deep relationship with its consumers and other stakeholders and is the basis for creating preference and loyalty for its products. During the course we will get to know the components of the brand: identity, image (reputation), positioning and equity (value) and the different approaches to evaluating brand equity. We will discuss a central methodology of "brand personality", we will learn how to build winning brands and how the analysis of consumer behavior data (BIG DATA) contributes to optimal management of the branding process.*

*In addition, we will analyze case studies of brands in crisis and the growing phenomenon of brand activism.*

*Finally, we will examine human brands from the worlds of entertainment, sports, politics and the business world, and their contribution to the company's brand. The course includes an analysis of academic articles and research, an examination of case studies from Israel and the world, and a discussion of the practical and applied aspects of brand management. The course includes guest lectures*

#### Course/Module aims:

*The purpose of the course is to build foundations for understanding the importance, meaning and contribution of the brands, and the processes of building and managing them, in order to produce maximum value for the company. The course connects theory and practice through the imparting of academic knowledge, approaches and models, alongside the presentation of applied tools and case study analysis*

#### Learning outcomes - On successful completion of this module, students should be able to:

- 1. To know the roles of the brand, its contributions, components and dimensions.*
- 2. To learn how to evaluate brand equity and how to build strong brands.*
- 3. To know a central approach of the "brand personality" which contributes to establishing the brand meaning .*
- 4. To understand what human brands are and how branding concepts extend to people brands.*
- 5. To learn from the branding processes of leading brands through the analysis of case studies from Israel and the world*

#### Attendance requirements(%):

*80%*

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*Teaching arrangement and method of instruction: lectures and class discussions  
reading  
simulations' games and case studies*

*Course/Module Content:*

*A partial content list. The updated list will be published on the course website.*

*Introduction to brand management*

*Brand components: identity, image (reputation)*

*Brand components: positioning, equity (value)*

*Brand valuation .Key concepts: brand architecture, brand extension, brand hierarchy.*

*Using BIG DATA to manage the branding process.  
brand personality.*

*Brands in crisis.*

*Brand activism: Doing well by doing good*

*How to build a winning brand? The principles common to the big brands.*

*Human brands: are they real brands?*

*Required Reading:*

*TBD*

*The updated required reading will be posted on the course website.*

*Additional Reading Material:*

*Grading Scheme:*

*Essay / Project / Final Assignment / Home Exam / Referat 50 %*

*Submission assignments during the semester: Exercises / Essays / Audits / Reports  
/ Forum / Simulation / others 10 %*

*Other 40 %*

*Additional information:*