

THE OPEN UNIVERSITY OF TANZANIA
FACULTY OF BUSINESS MANAGEMENT

OMK 301: BRAND MANAGEMENT

COURSE OUTLINE

Prepared by: Prof. K. Okoso-Amaa
FBM – OUT
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1. INTRODUCTION

In the domain of marketing one of the issues that comes up for creative analysis is the nature of an organizations assets, which include market share, supplier and customer relationships all of which are represented by the BRAND. This is frequently misunderstood and consequently neglected and therefore most businesses in developing countries are unable to develop or create powerful brands for local or international markets.

2. Course Objectives

After passing through this course you should be able to:

1. Understand the concept of Brand Management
2. Apply branding as a competitive strategy
3. Identify prospect for Creating Global Brands
4. Brands and Corporate Identity
5. Manage corporate brands
6. Assess and evaluate corporate brands.

3. Course Content

The course consists of relevant issues discussed under seven lectures. These are presented as follows:

LECTURE ONE

NATURE OF PRODUCTS AND BRANDS

- Characteristics of Products and Services
- The Concept of the Brand
- Brand Types in Products and Services

LECTURE TWO

IMPORTANCE OF STRONG BRANDS

- Brand Adds Value to Companies
- Prevent competition
- Affect Consumer Perceptions as basis for Extension
- Form Quality Certification and Trust

LECTURE THREE
BUILDING SUCCESSFUL BRANDS

- Creating a Brand
- Brand name Strategies and Choices
- Re-branding and Brand Extension
- Stretching and Co-branding

LECTURE FOUR
POWERFUL BRANDS AND COMPETITION

- Brands as Strategic Devices
- Brands Sources of Competitive Advantage
- The Meaning of Brand Share
- Extending Brands

LECTURE FIVE
GLOBAL BRANDING

- Global Branding Decisions and Strategies
- Geographic Extension
- Brand acquisition
- Brand Alliances

LECTURE SIX
CORPORATE IDENTITY MANAGEMENT

- Dimensions of Corporate Identity
- Managing Corporate Identity Programme
- Protecting Brands through Trade
- Ethical Issues Concerning Brands

LECTURE SEVEN
MANAGING BRANDS OVER THEIR LIFE CYCLE

- Developing and Launching New Brands
- Managing over their Life Cycle
- Financial Implications During the Life Cycle
- Rejuvenating/Revitalizing Brands.

LECTURE EIGHT
BRAND EVALUATION

- Growing Brand Equity
- Commercial Models of Brand Equity Growth
- Measuring Brand Equity
- Financial Value of Brands and Measurement

RECOMMENDED READINGS

1. K. Okoso-Amaa, Compendium on Brand Management and Corporate Identity. FBM – OUT 2007
2. David Jobber (2004) Principles and Practice of Marketing.4th Edition McGraw – Hill Companies, inc. Chapter 8.pp.
3. Leslie de Chernatony and Malcolm McDonald (2000) Creating Powerful Brands in Consumer, Service and Industrial Markets 2nd Edition. Butterworth Heinemann.

COURSE EVALUATION

2 Assignments

Assignment 1 (Before 25 th May	7.5%
Assignment 2 (Before 25 th September	7.5%
2 Timed Test: Timed Test 1 May	12.5%
Timed Test 2 September	12.5%
Final Examination	<u>60.0%</u>
TOTAL	<u>100.0%</u>

TO LEARN YOU MUST READ!!!

GOOD LUCK!!