

MKTG 6090 Marketing Topics: Brand Strategies for Business Growth

Executive Summary

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Course: MKTG 6090 Marketing Topics: Brand Strategies for Business Growth
Credits: 2 Credits
Prerequisites: "MBA Student"

Course Introduction

Brands are among the most important assets that modern firms possess. For companies like BMW and Apple, over 50% of their market cap value can be traced to brand valuation. Like any important asset, brands need to be leveraged effectively to produce revenue, profits, and growth.

Unfortunately, brand strategies for growing lines of business are not well understood by many managers, even those in Fortune 500 firms. The brand strategy area is new and evolving, and is not covered well in traditional marketing and strategy courses. As a result, many MBA students are never exposed to key concepts and frameworks for effective use of brand strategies. In the Carlson School, we offer a 4-credit semester-long MBA course on Brand Management, but this course covers many topics in branding and includes only two weeks of material relevant to brand strategies for growth.

Brand Strategies for Business Growth is a 2-credit condensed course for MBA students. It will be delivered in three 8-hour classes. The intended audience is MBA students who are interested in learning about brand strategies that can drive growth and profitability. It is open to MBA students focusing on any business discipline, and is especially relevant for students interested in marketing, entrepreneurship, strategy, and general management.

Objectives

The learning objectives of this course are:

1. To expose students to current views of branding and its importance to driving growth in firms of all sizes.
2. To develop an awareness and understanding of the options for leveraging a firm's brands, including line extensions, brand extensions, and co-branding strategies.
3. To communicate effective frameworks for understanding when to use different leveraging options.
4. To enable students to analyze the strengths and weaknesses of different leveraging options, and create ways to overcome weaknesses if needed.
5. To provide resources and skills helpful for learning more about brand management

Course Instructor

Deborah Roedder John is Professor of Marketing and the Curtis L. Carlson Chair in Marketing at the Carlson School of Management, University of Minnesota. She holds a PhD in Marketing from Kellogg Graduate School of Management and is a recognized expert in the area of consumer branding, with her research cited in *The New York Times*, *Financial Times*, and *Business Week*.

Professor John teaches Brand Management at both the MBA and Executive Education levels, and is a recipient of the Carlson School Excellence in Teaching Award. Professor John's consulting activities include providing strategic guidance for branding issues and serving as an expert witness in trademark infringement and brand dilution litigation.