

Brand Strategy Course F16
MKTG-GB.2365.01
M/W 10:30 – 11:50

Professor Mickey Farley:

- Mickey is a Brand Marketing Practitioner with over three decades in line management, marketing strategy and activation consulting, entrepreneurial ventures in marketing services and coaching/training. She has been teaching Brand Strategy and New Product Development at NYU Stern for 6 years.

Brand Strategy Course:

- Brands have become increasingly important in today's hyper competitive marketplace across all product and service categories and geographies. Corporate managers realize that a brand is a strategic asset that provides sustainable competitive advantage over competition and is therefore intimately linked to the business model and ultimate business success.
- Successful corporate brand managers have a deep understanding of their brand and its values and develop and execute brand-building strategies that result in real brand differentiation and relevance and unique levels of customer engagement, loyalty and advocacy. While technology has changed the ways that we meaningfully connect with consumers, the principles of building a relationship between a Brand and its target consumers remain constant.
- This Brand Strategy course will introduce you to the foundational basics of branding, the power of brand equity and delve deep in to the theory, concepts and practices of brand strategy from brand positioning to activation in the challenges of modern markets. The course will provide this foundation, but will also engage students in the dialogue about brands and brand strategy for the next generation of brand managers.

Who is this course designed for?

- MBA students concentrating on Marketing, Strategy, Global Business, Innovation, Product Management
- Core marketing course completed

What will students learn to do better?

- Students will learn how to drive business growth and profit by differentiating and leveraging Brands relative to competition. They will understand how to build deep and meaningful relationships between brands and their target consumers. They will understand how to create a powerful brand, build brands, revitalize an existing brand and provide focus and discipline to optimize the execution of all aspects of marketing that connect with consumers.

Primary Approaches:

- The course approach uses a combination of lectures, textbook reading, cases, a semester long group/team project, and class discussion and 5 guest speakers from industry. Classes will be interactive and collaborative. We will have a strong focus on application of Brand Strategy principles and concepts through examples of brands in the marketplace.

Deliverables:

- Your course grade is based on the following:

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| 1. Class participation | 25% |
| 2. Case Exercises – 3 write-ups (individual) | 30% |
| 3. Team Brand Strategy Project – semester long: | 45% |
- All students are expected to participate fully in both individual and group activities. The class will contribute to evaluation of the group presentations, and your team members will evaluate your participation in-group project activities.

I welcome you to join the Brand Strategy dialogue!!