

BUILDING BRANDS WITH PURPOSE (S.I.)

ENMKT734		3 Créditos
Profesor (es)	<i>Francisco Guzmán</i>	
Ayudantes	-	

DESCRIPCIÓN DEL CURSO

By the end of the course, you are expected to have a clear understanding of the brand building with purpose process and to be able to analyze it with a certain degree of creativity and professional marketing skill. You should be able to assess the potential benefits and risks of such approach, and have a thorough understanding of how purpose-driven brands indicate a truth to themselves and a commitment to meeting broader social needs. In summary, you should improve your marketing capabilities: knowledge, ability and attitudes to prepare you as a marketing professional.

The course will cover the roles different stakeholders play in influencing businesses to act conscientiously, the challenge of trade-offs, and the issues related to effective communication. The course takes a realistic but optimistic view, in that the lectures and readings reflect the difficulties that organizations encounter, but also the opportunities that can be seized through an integrated and conscientious approach. We will look at small and large organizations and the implications for both consumer and B2B brands based on real scenarios and the burgeoning academic literature on the topic.

I.- OBJETIVOS DE APRENDIZAJE DEL CURSO

To understand how and why conscientious strategies—Corporate Social Responsibility, Sustainability, Activism—become part of a business philosophy and brand’s purpose.

1. To understand the drivers of a brand’s purpose-driven approach.	
2. To become aware of the potential consequences of a brand’s purpose-driven approach.	
3. To learn the basic brand management concepts and tools to develop a purpose-driven strategy.	
4. To learn how to use relevant research as a way of building insights into stakeholder attitudes and behavior to create relevant purpose-driven innovations.	
5. To relate theoretical concepts to real life marketing practices.	

II.- CONTENIDOS

Tema	Contenido
1	<p>“What is a brand with purpose?”</p> <ul style="list-style-type: none"> • What is a brand? • The purpose imperative (Aaker Chapter 1 & 4) • Unilever case study (Aaker Chapter 2)
2	<p>“Basic brand marketing strategies”</p> <ul style="list-style-type: none"> • Operationalizing purpose: Reference market (Lambin) • Targeting purpose efforts – 8 steps of segmentation (Guzmán) • Positioning purpose efforts • Leveraging purpose (Keller) • Communication purpose – Brand activation (Aaker Chapter 10) • Discussion article Berkey and Orts
3	<p>“Developing conscience”</p> <ul style="list-style-type: none"> • What is conscience? (I&I Chapter 2) • The business with conscience model (I&I Chapter 3) • Enablers of a conscientious innovation strategy (I&I Chapter 6) • Discussion article by Sweigart • Tom’s case study
4	<p>“Communicating purpose” (I&I Chapter 7)</p> <ul style="list-style-type: none"> • Examples • Types of commitment • Tony’s Chocolonely case study
5	<p>“The personal way to make a difference”</p> <ul style="list-style-type: none"> • It is up to us (I&I Chapter 9) • Warby Parker case study

III.- METODOLOGÍA, EVALUACIÓN Y NORMATIVA BÁSICA

3.1.- Metodología:

The course is designed around three fundamental concepts:

- Learning by doing
- Reflection in action
- Coaching

Theory sessions: I will briefly introduce various concepts of brand building with purpose to develop a conscientious brand/organization. The seminar will be based on traditional lecturer-led sessions, video case studies, short group exercises, questions and answer sessions, etc. Heavy discussion and participation are expected. In order to do so, you must come to class prepared. I am not here to “teach the text”. In class we will develop learning experiences. A good command of spoken and written English is required.

Group Project: For the group project, students will have the opportunity to apply what they learn to an organization of their choosing. The group project will require the students to conduct primary research

as a way to understand stakeholder perspectives and then to develop an innovation/purpose-based campaign that will deliver relevant benefits.

3.2.- Evaluación:

Final case (team Project): 75 %
Participation-Attendance (individual): 25 %

3.3.- Normativa Básica

1. Los/las estudiantes deberán tener al menos un 75% de asistencia en el curso para poder aprobarlo.
2. Las clases serán los días y horas indicados por la dirección del programa.
3. Para cada clase los/las estudiantes deberán haber leído y estudiado anticipadamente la bibliografía correspondiente.
4. La calificación de todas las evaluaciones se hará con nota de 1 a 7.
5. El/la profesor/a se reserva el derecho de agregar, eliminar o reemplazar bibliografía durante el transcurso del programa si así lo estimara conveniente para la buena marcha de la asignatura.
6. La ausencia injustificada de un/a estudiante a una exigencia será calificada con nota 1.
7. Es importante enfatizar que cada estudiante debe asumir su propia responsabilidad en el cumplimiento del programa, especialmente en lo relativo a:
 - a. Estar al día en el desarrollo de la materia y de las diversas indicaciones que entregue tanto el/la profesor/a como la coordinación del curso. Por ejemplo, la ausencia a una sesión de clases no lo exime de las obligaciones académicas señaladas ese día.
 - b. Velar por el fiel cumplimiento de las fechas y plazos establecidos para las distintas actividades de evaluación. Una vez fijadas y conocidas no se procederá a modificarlas.
 - c. Obtener el material de apoyo indicado para la cátedra cuando corresponda.
8. Todos los trabajos que se presenten en el transcurso del programa solo tendrán valor en la medida en que su autor sea capaz de explicar y respaldarlos personalmente. No se aceptan entregas que contradigan lo anterior. Toda justificación médica correspondiente a la inasistencia a una exigencia debe ser presentada a través de los canales regulares establecidos por la Universidad.
9. Toda forma de **copia y/o plagio** está penalizada y en caso de identificarse esta situación, se seguirá el [procedimiento disciplinario respectivo](#).

IV.- BIBLIOGRAFÍA

Lecturas Obligatorias

- B. Berkey, B. and Orts, E. (2021). The Climate Imperative for Business. California Management Review Frontiers. 30 April 2021
<https://cmr.berkeley.edu/2021/04/climate-imperative/>

- Sweigart, L. (2021). A new role for business leaders: moral integrator. Strategy + Business. 16 August 2021. <https://www.strategy-business.com/article/A-newrole-for-business-leaders-Moral-integrator>

Lecturas Recomendadas

- Aaker, D. (2023). *The future of purpose-driven branding. Signature programs that impact & inspire both business and society*. Morgan James Publishing.
- Ind, N. and Iglesias, O. (2022). *In good conscience. Do the right thing while building a profitable business*. Palgrave Macmillan.

*Programa sujeto a cambios