



Global Network Week (GNW) 2026

October 19-23, 2026

## **‘From Roots to Reach: Engineering Brand DNA and Architecture in African Markets’**

### **Course Description**

The course explores the strategic process of engineering brand identity and architecture within the African market context. It examines how foundational brand concepts, elements, and structural strategies enable firms to build sustainable brand equity and mitigate consumer risk in diverse economic environments. Drawing from international and local branding frameworks, participants will investigate the nexus between consumer psychology, legal protections, and portfolio management. Through interactive lectures, industry case studies, practical branding sessions, and corporate site visits, participants will critically engage with theories and best practices that facilitate robust brand governance and leadership in competitive markets.

**Course Lecturer:** Prof. Sheena Lovia Boateng (slboateng@ug.edu.gh)

### **Course Objectives:**

The course aims to equip participants with the knowledge and skills to:

1. Develop an understanding of brand equity as a strategic asset, grounded in frameworks such as the Customer-Based Brand Equity (CBBE) Model.
2. Analyze the strategic role of brand elements as identity assets in building equity.
3. Analyze and design coherent brand architectures and portfolio strategies for multi-product firms.
4. Understand the legal and regulatory mechanisms required to protect brand equity, with emphasis on intellectual property regimes in Ghana.
5. Apply branding concepts to real-world organizational contexts through integrative thinking.

## Learning Outcomes:

At the end of the course, participants will be able to:

1. Apply the CBBE framework to evaluate a brand's current market positioning and design strategies that bridge the gap to high-level brand resonance.
2. Design and justify a set of brand elements using established criteria.
3. Assess the distinct roles of trademarks, patents, and copyrights in securing various brand assets and protecting long-term sources of brand equity.
4. Develop a brand architecture strategy that clearly defines relationships among corporate and sub-brands within a portfolio.
5. Synthesize and present a comprehensive brand analysis of a real firm, integrating insights from fieldwork, peer feedback, and strategic frameworks.

## Teaching Methodology

- Interactive lectures and guided discussions
- Individual and Group exercises and presentations
- Case study analysis (local and international)
- Field visit
- Guest lectures from legal practitioners and marketing experts

## Module Outline

Day	Key Content / Subtopics	Focus & Activities	Teaching & Learning Activities
1. Conceptual Foundations of Branding	<ul style="list-style-type: none"><li>– Defining Brands</li><li>– Why Brands Matter to Consumers &amp; Firms</li><li>– Keller's Customer-Based Brand Equity (CBBE) Model</li></ul>	Establishing the mental map of brand value	<ul style="list-style-type: none"><li>– Interactive lecture and guided discussions</li><li>– Concept mapping exercise: Building a CBBE Pyramid for an African brand</li></ul>
2. Engineering Brand DNA: Elements	<ul style="list-style-type: none"><li>– Options for Brand Elements</li><li>– Criteria for Choosing Elements</li></ul>	Crafting a brand identity that scales across borders	<ul style="list-style-type: none"><li>– Interactive lecture and guided discussions</li></ul>

	<ul style="list-style-type: none"> <li>– Critique of Element Options</li> </ul>		<ul style="list-style-type: none"> <li>– Guest Lecture: “Selecting Brand Elements for the African Consumer”</li> </ul>
3. Legal Branding Safeguards	<ul style="list-style-type: none"> <li>– Protecting Sources of Brand Equity</li> <li>– Trademarking, Patenting, and Copyright</li> <li>– Intellectual Property (IP) Law in Ghana</li> </ul>	Defensive strategies for brand assets	<ul style="list-style-type: none"> <li>– Interactive lecture and guided discussions</li> <li>– Guest lecture : “Intellectual Property Law in Ghana”</li> <li>– Analyzing high-stakes IP infringement cases</li> </ul>
4. Strategic Architecture & Portfolio	<ul style="list-style-type: none"> <li>– Developing Brand Architecture Strategies</li> <li>– Brand Portfolio Strategy</li> <li>– Brand Hierarchy and Growth Strategy</li> </ul>	Organizing complex brand systems	<ul style="list-style-type: none"> <li>– Interactive pre-visit lecture</li> <li>– Field visit and live Brand Portfolio Audit of the host firm.</li> </ul>
5. Applied Learning and Synthesis	<ul style="list-style-type: none"> <li>– Integrating lessons from field visit</li> <li>– Brand Architecture Mapping of Host Firm</li> </ul>	Student-led analysis and practical session	<ul style="list-style-type: none"> <li>– Architecture mapping exercise</li> <li>– Group presentations on architecture mapping</li> <li>– Peer feedback and reflective dialogue</li> </ul>

## Assessment

The assessment component of the course is as follows:

<b>Component</b>	<b>Weighting</b>	<b>Assessment</b>
1. Lecture Attendance and Participation	30%	Individual
2. Field Visit Participation	30%	Individual
3. Group Assignment	40%	Group
<b>Total</b>	<b>100%</b>	

### **Plagiarism Policy**

Plagiarism is strictly defined as the act of presenting another person's ideas or creative outputs as one's own without providing explicit credit to the original source. Consistent with its core value of integrity, the University of Ghana expects all students to maintain the highest standards of academic honesty throughout their studies. Please be advised that all assignments will be screened using the University's official plagiarism detection software. Any work found to be plagiarized will result in an automatic failing grade. It is strongly advised that students carefully review the University's plagiarism policy, which is available for your reference at [www.ug.edu.gh/aqau/policies-guidelines](http://www.ug.edu.gh/aqau/policies-guidelines).

### **Reference Material**

1. Keller, K. L., & Swaminathan, V. (2023). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
2. Boateng, S. L. (2022). Leveraging cultural artefacts in corporate branding in a developing economy. In R. Boateng, S. L. Boateng, & T. Anning-Dorson (Eds.), *Delivering distinctive value in emerging economies* (pp. 11–16). Productivity Press, Taylor & Francis Group.
3. Ghana Patents Act, 2003 (Act 657).
4. Ghana Trademarks Act, 2004 (Act 664).
5. Ghana Copyright Act, 2005 (Act 690).
6. United States Patent and Trademark Office. (2024). *Trademark, patent, or copyright?* Official government guidelines.
7. World Intellectual Property Organization. (2023). *What is intellectual property?* (WIPO Publication No. 450E).