Syllabus- Marketing and Branding Your Brewery

Module 1: Trends in the US Beer Market

Instructor: Joel Hueston

This week students will examine the main beer industry categories (domestic, import, craft) and the per capita consumption trends, as well as what drives each of those trends and the demographics/psychographics of beer consumers.

Students will also learn about package mix trends and trends in distribution, beer styles, and consumer demand.

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- identify key opportunities and challenges in today’s beer/beverage marketplace
- describe the U.S. beer drinker and his/her motivations

Module 2: Trends in the Craft Beer Industry

Instructor: Mike Kallenberger

This week students will examine the origins and drivers of the modern craft beer movement and craft beer culture, as well as craft segments (regional, micro, etc.) and geographic differences and how this influences the craft beer market.

They will also learn about trends, from container & packaging mix (package sizes, cans/bottles/draft), to pricing and retail, including taprooms. They will explore case studies on successful breweries as well as those that have failed, and merger and acquisition activity and its impact.

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- identify additional opportunities and challenges in today’s marketplace
- explain the choices a new brewery faces in terms of packaging, distribution, pricing, etc.
Module 3: The Basics of Marketing and Branding

Instructor: Joel Hueston

Overview

This week students will learn the difference between marketing, sales, and branding. They will explore the “4 Ps” (price, product, promotion, and place), and examine advertising, events, sponsorships, and public relations using real-word examples.

Students will also learn about the consumer decision journey, the difference between strategy and tactics, and the basics of a marketing plan (including SWOT analysis).

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- articulate the role that marketing, branding and sales play and how they are interconnected
- identify the basic requirements of a successful business/marketing plan

Module 4: Brand Positioning Strategy

Instructor: Mike Kallenberger

Overview

This week students will examine brand requirements—how and why a brand needs to be authentic, different, relevant, and motivating. They will learn about the brand audit (i.e. who are we?), how to identify the target customer, and the basics of positioning, including values, essence, tangible and intangible benefits, and personality.

Students will also explore the importance of consistency across all communication including style choices, distribution choices, taproom design, etc.

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- explain positioning strategy in detail and how it influences all brewery decisions
Module 5: Crash Course in Craft Beer Branding

Instructor: Isaac Arthur

Overview

Long before you ever sketch a logo or consider package design concepts, you need to frame your core values and brand essence. You need to understand your brand’s position in the market, and you need to understand the role you play in your community and your customers’ lives.

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- define core values and brand essence
- evaluate brand success based on principles of positioning and branding
- articulate how to develop brand personality
- describe criteria for developing an effective brand name

Module 6: Branding in Action: Case Studies

Instructor: Isaac Arthur

Overview

This week students will examine how branding can inform a beer portfolio and go-to-market strategy and naming and how to develop a modular brand identity. They will learn about different website types and social channels, environmental design and planning, and branding for production breweries / brewpubs / contract breweries.

Students will also explore important considerations for rebranding and the process of partnering with a creative agency.

Learning Objectives

Upon completion of this week’s materials, students will be able to:

- explain what constitutes a modular identity system (including logos, color and typography)
- identify the different approaches to website design and which is right for them
- evaluate specific objectives (i.e. naming, rebranding, portfolio selection, taproom/brewery design) based on the principles of positioning and branding
- describe the difference between a brand refresh and a full rebrand and the factors that lead to rebranding
• articulate how to maintain consistency in branding while remaining fresh and current
• use environmental design to create an immersive brand experience

Module 7: Marketing Execution

Instructor: Joel Hueston

Overview

This week students will examine word-of-mouth and how to stimulate and encourage it. They will learn about the effective use of digital and social media and unpaid media/communications.

They will also learn about events, sponsorships and promotions and distribution (self vs. wholesaler, framework, key criteria).

Learning Objectives

Upon completion of this week’s materials, students will be able to:

• explain how a brewery successfully promotes its brand and products
• summarize how events, sponsorships and promotions help to build valuable connections to the consumer audience
• articulate how a successful taproom can contribute significantly to a brewery’s reputation and to the bottom line
• describe how distribution works, how to decide between self-distribution and a wholesaler partnership and the key criteria within each

Module 8: Measurement and Research

Instructor: Mike Kellenberger

Overview

This week students will explore planning inputs and research tools, including the purpose and limitations of surveys, qualitative interviews and other observational activities. They will examine the use and limitations of beer rating sites (Untappd, Ratebeer, BeerAdvocate, etc.) and the availability and the use of secondary sources (IRI, etc.).

Students will also learn about key performance indicators or KPIs and build on their knowledge of SWOT analysis from Module 3.
Learning Objectives

Upon completion of this week’s materials, students will be able to:

- explain how to evaluate the performance of marketing and branding activities, including product performance
- illustrate how to incorporate key findings into a marketing plan