

## Product and Brand Management

Academic Year: ( 2019 / 2020 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: DE VRIES , ELINE LOUISE ELISABETH

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

## OBJECTIVES

Skills to be acquired

General skills

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

Specific skills:

\*CE8: Analysis, evaluation and decision making on product and brand (development strategies, launch and positioning, product life-cycle management, brand value, and know the legal framework that rules products and brands management)

Learning objectives:

- ¿ Understand the existing branding practices of firms and appreciate their limitations.
- ¿ Develop an understanding of profitable product and brand management

## DESCRIPTION OF CONTENTS: PROGRAMME

The course focuses on the following aspects of product management and brand:

- a) system of brand management and product
- b) strategies for managing a brand,
- c) extent of brand management across products and geographies,
- d) brand value and how to analyze it

## LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject.

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

If the resit is taken, the above grade criteria also apply.

#### BASIC BIBLIOGRAPHY

- Aaker, D. A. Building Strong Brands, London: Simon & Schuster, 2011
- Aaker, D. A. Brand Portfolio Strategy, New York: Free Press., 2004
- Keller, K. L. Strategic Brand Management 4th ed, Pearson Prentice-Hall., 2013
- Lehman, Donald R. and R. Winer Product Management 4th ed., Boston: McGraw-Hill., 2005