

Product and Brand Management

Academic Year: (2023 / 2024)

Review date: 22-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: DE VRIES , ELINE LOUISE ELISABETH

Type: Electives 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 OUTCOMES

The student distinguishes between the different existing product and brand management instruments.

The student applies the essential methods in brand management and product marketing to design brand strategies in the company.

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

TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours / % face-to-face

AF3 147 147 100

AF6 203 0 0

AF7 175 0 0

TOTAL SUBJECT 525 105

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

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

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

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