

## 27624 - Product and Brand Management

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Course</b>	3
<b>Period</b>	First semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

In this subject, the learning process designed for this subject is based on a combination of theory and practice sessions, exercises, different case studies and other activities related to the program. Students' participation is encouraged along the semester. These activities are described in the following point.

#### **5.2.Learning activities**

The programme offered to the students to help them achieve the learning results includes the following activities...

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- Theory sessions: to introduce the main concepts of product and brand management. In these sessions different examples will be provided in order to ease understanding.
- Practical sessions: different exercises and case studies related to the programme will be made and solved in class.
- Conferences: brand managers or other personnel that is in charge of product and brand management will be invited
- Tutorials: these will be devoted to supervise students' work
- Independent work: including activities dealing with the theoretical and practical contents of the subject, problem solving, individual and teamwork tasks, information search and analysis
- Evaluation activities

### 5.3.Program

#### Unit 1: Product management

1.1 Introduction

1.2 Main activities in product management

1.3 Product management in companies

#### Unit 2: New product development (NPD)

2.1 Introduction

2.2 Internal organization

2.3 Stages in new product development

2.4 Main factors associated to success and failure in NPD

#### Unit 3: Positioning and control

3.1 Introduction

3.2 Segmentation and coverage strategy

3.3 Differentiation and positioning

3.4 Control

### **Tema 4: Product attributes analysis**

4.1 Introduction

4.2 Packaging and labelling

4.3 Quality and design

4.4 Product services

4.5 Brand concept

### **Tema 5: Brand identity and image**

5.1. Introduction

5.2 Brand identity and image

5.3 Brand equity

5.4 Brand portfolio and brand strategy

5.5 Control

### **Tema 6: Product portfolio**

6.1 Concept and dimensions in the product portfolio

6.2 Analysis of the product portfolio

6.3 Strategies in product portfolio

### **5.4.Planning and scheduling**

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The planning and timetable of the lectures and practical classes will be announced at the beginning of the semester in class and through the ADD.

### **5.5. Bibliography and recommended resources**