

80234 - Strategic Brand Management

Teaching Guide Information

Subject: Elective

Teaching language:

Plenary session: Group 1: English

Number of credits: 6.0

Term: Second quarter

1. Basic description

Academic center: Escola Superior de Comerç Internacional

Degree/Course: International Business Programme

Contact hours: 45

Total number of hours committed: 150

Lecturer: Consol Vancells (consol.vancells@prof.esci.upf.edu)

Timetable: [SIGMA schedule](#)

Office hour: Tuesdays and Thursdays 18.45 –19.15

2. Presentation of the course

What comes to your mind when I say 'Barcelona'? Experts say that brands reside in people's mind, and we behave according to the "perception" we have of any brand.

The brand concept, born with the Industrial Revolution, acquires a new dimension with the digital tsunami in the 21st century, and what does it mean in the relationship of brands with customers around the world. From marketing as a commercial management to activist branding, where brands are agents of the change that customers demand, strategic brand management is an exciting challenge for new professionals.

With this course we will go on an inspiring journey to know the management strategies of the brand, the key ideas for building a brand story, its relationship with audiences, markets and competition, and how to identify its position in the global arena.

Strategic Brand Management will provide the students with a deep knowledge of the strategic role of branding, enabling them to master the key principles of building enduring brands in competitive markets and create market value. The course combines the key elements and latest research in brand management with real-world cases of brand successes, but also missteps. Topics covered include:

- The principles of brand management. Where do we come from and what are the new challenges ahead? Essential tools to build successful brand strategies.

- Designing effective Brand Strategies. Answer to what, how and why of a brand. From research, purpose and values to the action plan for the better brand management.

- Renewed focus on Branding and marketing in the digital era. AI and branding.

At the end of the course, students are expected to have developed a managerial perspective regarding Strategic Brand Management in a global framework.

3. Educational and learning process outcomes

General competences	Specific competences
Instrumental	Disciplinary
G.I.2. Ability to relate concepts and knowledge from different areas.	E.D.11. Introduce the basic marketing instruments and ability to plan commercial strategies.
G.I.3. Ability to organize and plan.	
G.I.6. Ability to prepare, present and defend	

arguments.	Professional
Generic personal	E.P.1. Ability to understand the decisions made by economic agents and their interaction in the markets.
G.P.5. Capacity for empathising	E.P.8. Ability to take functional decisions within an organisation with international activity.
Generic systemic	E.P.20. Ability to confront and understand the business culture and environment and propose real solutions to specific problems in the organisation.
G.S.1. Creative ability.	
G.S.2. Observational ability.	
G.S.3. Ability to think globally	
For applicability	
G.A.2. Ability to use quantitative criteria and qualitative insights when making decisions.	
G.A.3. Ability to search and exploit new information sources.	
G.A.4. Ability to understand and apply the network concept.	
G.A.5. Ability to understand an economic organisation with a global perspective.	

The above competences interrelated with the basic abilities set out in Royal Decree 1393/2007 are namely:

- competence to **understand knowledge** on the basis of general secondary education;
- competence to **apply knowledge** to day-to-day work in international management or marketing, more specifically, the ability to develop and defend arguments and to solve problems.
- competence to **gather and interpret** relevant **data** making possible to issue reflective judgments on economic and social reality.
- competence to **communicate and transmit information** (ideas, problems, solutions) to a specialized and non-specialized audience.
- competence to **develop learning activities** in a relative autonomous manner.

Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic knowledge and those that define the professional profile of the graduate with respect to general and specific competences.

Basic competence: **understanding knowledge**

General Competences G.I.3, G.S.2, G.A.2

Specific competences E.P.1

Basic competence: **application of knowledge**

I. General competences G.I.2, G.S.1, G.S.3

Basic competence: **gather and interpret data**

Specific competences E.P.21

Basic competence: **communicate and transmit information**

General competences G.I.8

Specific competences E.P.17

Basic competence: **develop learning activities**

General competences. G.I.3, G.S.6

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalizing students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments.
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- provide students with the capacity to make complex decisions and carry out negotiation processes.

Learning outcomes

Establish the strategies and positioning for products at an international level.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

INTRODUCTION	
	Presentation of the class
	Presentation of every student
	Activity to create groups
WHAT IS A BRAND	
	Where do we come from?
	Marketing mix
	Digital revolution is here. The evolution of marketing.
RESEARCH/ANALYSIS	
	WHO IS MY TARGET/MARKET?
	RELATIVE TO WHOM?
	COMPETITORS
	YOUR SITUATION - DAFO
	USP ? VALUE PROPOSITION
	YOUR PURPOSE
	VISION
	MISSION
	VALUES
OBJECTIVE. STRATEGY. ACTION PLAN	
	CREATE CONTENT
	DISTRIBUTE
	PLAN
	Human resources
	Budget
	Calendar Tools
MEASURE AND LEARN	
	KPI'S
	CORRECT /REDIRECT
PERSONAL BRANDING	

	YOUR SITUATION/SWOT
	YOUR ELEVATOR PITCH
	CREATE CONTENT
	DISTRIBUTE CONTENT
PLACE BRANDING	
	THE CASE OF BARCELONA
FUTURE TRENDS	AI AND BRANDING
GROUP WORK	Coral presentation
PERSONAL WORK	Individual presentation
FINAL EXAM	

5. Assessment

Evaluation activities and weight

VALUABLE PARTICIPATION: 10%

INDIVIDUAL PROJECT: PERSONAL BRANDING: 30%

GROUP PROJECT (+ ASSIGNMENTS): 30%

FINAL EXAM (A MINIMUM GRADE OF 4.0): 30%

In case of divergence between the evaluation criteria established in the Learning Plan and the Teaching Guide, those established in the Learning Plan will prevail.

Taking the final exam is mandatory in order to obtain a quantitative grade. If a student does not take the final exam, the final grade will be "Not attended".

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

6. Sustainable Development Goals

SDG 4: Quality Education: Training is directly related to this goal as it involves acquiring knowledge and skills. Training in topics related to marketing, brand management, and strategic planning can contribute to improving the quality of education.

SDG 8: Decent Work and Economic Growth: Training in marketing and branding can help individuals acquire the necessary skills to find employment in these fields or to start their own businesses, thereby contributing to economic growth.