

DEGREE: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **BRAND MANAGEMENT**

Level: Fourth

Term: Autumn

Type: Basic

Compulsory

Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 2

Practical credits: 4

Year: 2010

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2. DESCRIPTION

The purpose of this subject is to deepen the decision scenario that is can take for the construction of notoriety and the reputation of a brand (Branding, in professional advertising slang) and thereby establish a coordinated action and long term with the consumer. In this subject, the basic types of brand building strategies based on the types of behavior of purchase of the individuals to whom they are destined, of the competitive situation they have the brands in the market and the available resources.

3. SITUATION

RECOMMENDATIONS:

The student will have a acquired a thorough understanding of the methodological processes underlying brand management. The key understanding being that successful brand management requires a continuous-loop strategic approach: analysis – objectives – strategies and tactics. The candidate should also have an understanding of the role that brands play in a modern society.

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

4. SKILLS

SPECIFIC SKILLS

The key skills acquired in this course are the ability to analyze brands and identify the strategic associations that give the brands differential value. The candidate will be able to identify the strategic associations that provide growth opportunities for the brand and also be able to suggest strategies for leveraging these associations. The candidate will also know how to identify appropriate communication objectives based on thorough analysis of the brand's position.

5. OBJECTIVES

OBJECTIVES:

- Apply the knowledge acquired in the general context of organizations and specifically in the construction of advertising strategies and developments creative
- Solve problems and make effective decisions in high-level situations competitive and uncertainty, typical of the current communication industries.

- Integrate acquired knowledge and face the complexity of manifesting judgments, based on a limitation of the information, including reflections on social, business, economic and ethical aspects.
- Communicate conclusions after analyzes carried out, and the reasons that sustain them, of clear and effective way, both to publics specialized in communication and not specialized

SPECIFIC OBJECTIVES

- Know how to work in a team effectively in the context of communication advertising
- Understand and apply the principles and approaches of construction / strategy of branding and branding in the field of integrated advertising.
- Develop creative capacity, not only in the specific field of creativity advertising, but also in the process of developing advertising strategies and creation of brand content.
- Carry out and effectively manage strategic campaign planning advertising based on marketing objectives and communication needs of the organizations.

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

Class Discussion

You're expected to participate in every class

Team Case Project

The class will be broken up in four groups. Each group will prepare and present a case studies of one brand.

The learning methodology will be based on the pedagogical principles of active and collaborative learning. So students will be actors of their own learning process in which the teacher's role will be more dynamic and engaging. However, class sessions will alternate lectures with practical sessions and the exhibition of student's work from case studies, text analysis, information research, presentations, etc.

TEACHING TECHNIQUES

- Master class and discussion
 Tutorial session
 Practical lessons
 Visits and trips
 Reading test
 Others: Predominately lectures. Case discussions of key learning points.

7. LIST OF TOPICS

1. Strategy in the advertising activity
2. Brand Strategy- A theoretical approach to branding
3. Basic strategic concepts
4. Brand Architecture
5. The strategy in the planification process. From research to strategic mechanisms
6. The strategic plan
7. Co-Creation

8. REFERENCES

SPECIFIC

- Samuelsen, Bendik M., Adrian Peretz og Lars Erling Olsen. 2010. Merkevareledelse på norsk 2.0. 2. utg. [Oslo]: Cappelen akademisk. ISBN: 9788202313531. Sider: 514.
- Articles (available for download from the library) Dev, Chekithan S. 2008. "The corporate brand – Help or hindrance?" Harvard Business Review, 86(2):49-53.
- Ind, Nicholas. 2014. "Living the brand." In Kartikeya Kompella (Ed.) The Definitive Book of Branding. New Dehli: Sage. ISBN: 9788132117735. 199-216.
- King, Ceridwyn, and Debra Grace. 2008. "Internal Branding: Exploring the employee's perspective". Journal of Brand Management, 15 (5), 358-372.
- Maruca, Fazio Regina. 1994. "Can this brand be saved?" Harvard Business Review, 72(5):20-23.
- Text: Uncles, M. (ed). (2011) Perspectives on Brand Management. Tilde University Press, Melbourne. ISBN 9 780734 610652
- Keller, K.L., "Customer Based Brand Equity" (Chapter 2) in Keller, K.L., Strategic Brand Management: Building, Measuring and Managing Brand Management (International Third Edition) Pearson,
- Keller, K.L., "Brand Positioning and Values" (Chapter 3) in Keller, K.L., Strategic Brand Management: Building, Measuring and Managing Brand Management (Second Edition) Pearson, 9780131105836
- Sharp, B., "how Brands Grow" (Chapter 2) in Sharp, B., How Brands Grow: What Marketers Don't Know. Oxford University Press
- Romaniuk, Jenni and Sharp, Byron (2004). "Conceptualizing and measuring brand salience." Marketing Theory 4(4): 327-342.
- Wathne, Kenneth H. and Heide, Jan B. (2000). "Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions." Journal of Marketing 64(October): 36-51.
- Kennedy, R. & Sharp, B., "Customer Segmentation and Targeting" (Chapter 6) in Sharp, B., Marketing: Theory, Evidence, Practice. Oxford University Pres

9. ASSESSMENT CRITERIA

The evaluation system will be continuous, so to speak, learning will be assessed during the teaching/learning process and not only at the end of the term. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

- The results of observational conduct in class, such as: regular active attendance, positive attitude with classmates, teacher and general materials.
- Class attendance, at least 80% of total hours.
- Accomplishment of practical exercises that will be determined throughout the program.
- A final advertising campaign.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		N ^o	Activity		Exams		Units
	Lessons	Students' work	Lessons	Students' work		Length	Students' work	Exams	Students' work	
Week 1 ^a	3	3	1	1	1	1				1
Week 2 ^a	3	3	1	1	1	1				2
Week 3 ^a	3	3	1	1	1	1				2
Week 4 ^a	3	3	1	1	2	1				3
Week 5 ^a	3	3	0	1	2	1	1			3
Week 6 ^a	2	2	0	2	2	1	1			4
Week 7 ^a	2	2	0	2	3	1	1			4
Week 8 ^a	2	2	0	2	3	1	1			5
Week 9 ^a	2	2	0	2	3	1	1			5
Week 10 ^a	2	2	0	2	4	1	1			5
Week 11 ^a	2	2	0	2	4	1	1			6
Week 12 ^a	2	2	0	2	4	1	1			6
Week 13 ^a	2	2	2	2	5	1				6
Week 14 ^a	2	2	2	2	5	1				7
Week 15 ^a	2	2	0	2	5	1	12			7
Week 16 ^a										
Week 17 ^a										
Week 18 ^a										
Week 19 ^a										
Week 20 ^a										
Total	(A) 35	(B) 35	(C) 8	(D) 25		(E) 15	(F) 20	(G) 2	(H) 10	TOTAL 150

Activities	
N ^o	Description
1	
2	
3	
4	
5	
6	
7	
8	

Organization	
43	Theoretical and practical lessons (A)+(C)
15	Activities developed in class (E)
2	Exams and tests (G)
60	Attendance
60	Study (theory and practice) (B)+(D)
20	Preparation of the activities (F)
10	Study for exams (H)
90	Students' work
150	TOTAL (STUDENTS' WORK)

