GENERAL INFORMATION ABOUT THE COURSE

Course information

Course Title	Branding
Code	*E000013652*
Diploma	[Business Administration Degree](#)
Taught in	Grado en Administración y Dirección de Empresas (E-2) [4th Year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [4th Year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [5th Year] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [4th Year] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [5th Year]
Level	European Degree
Course lenght	Semiannual
ECTS Credits	6,0 ECTS
Type	Elective
Departamento / Área	Marketing
Course Coordinator	Mª del Pilar Melara San Román
Hours per week	Four hours per week
Tutoring schedule	Consult in Moodle
Descriptor	The brand: components. Brand Equity: components. Brand launching. Brand development strategies. New trends in brand management.

Professors Information

Professor

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DETAILED INFORMATION ABOUT THE COURSE

Context of the course

Contribution to the professional profile of the degree

A professional who wants to develop his or her career in the marketing area must know, in a more detailed and specific way, what a brand is, how it is managed and, specifically, what Brand Equity is, a key element from a strategic point of view, and how it can be increased. This area is particularly relevant in the case of FMCG companies where brands are more important than the product and are synonymous with Strategic Business Units. But nowadays, new fields are appearing in which brand management is proving to be of great use. Places, events, people, ideas, universities, decide not to have names but to create brands that reflect the values that their consumers want to find.

Pre-requisites

Marketing Fundamentals

Marketing Management

Skills-Objetives

Skills

GENERIC

CG1		Acquire a solid and relevant knowledge base of the scientific and business discipline.
	RA1	Identifies, defines and explores the specific problems of the area of study in a logical and coherent manner within an adequate analytical framework
CG2		Ability to manage information and data from different sources to make a critical analysis and a correct diagnosis of the business reality
	RA1	From the information and data obtained from different sources, identifies business problems, determining their origin/causes
	RA2	Can carry out this diagnostic process by giving and receiving feedback in an assertive way, which helps to increase integration and trust in work teams.
CG3		Ability to solve problems and make business decisions by appropriately selecting and applying relevant data analysis techniques.
	RA1	Efficiently identifies, captures, and analyzes data from primary and secondary sources that are necessary for the analysis of the company's competitive environment.
	RA2	Applies mathematical concepts and quantitative and qualitative data analysis techniques necessary to solve business problems and support diagnosis and decision making in the company.
CG4		Ability to positively lead people and work teams to promote innovative business projects, thus responding to new business opportunities through creative solutions.
	RA1	Positively leads people and work teams generating innovative solutions to business problems and opportunities detected.
CG5		Develop interpersonal skills that reinforce the learning of an autonomous, well-organized and planned work that is action and quality oriented
	RA1	Develop academic, interpersonal and instrumental skills necessary for independent research, relating the acquired knowledge with the different real professional and practical applications..

SPECIFIC		
CE24		Know how to prepare a Strategic Marketing Plan and develop its implementation based on the knowledge and understanding of basic concepts and tools used in Strategic Marketing Management..
	RA1	Knows the different stages in the elaboration of a Strategic Marketing Plan.
	RA2	Correctly applies the necessary analysis tools in each of the stages.
	RA3	Draws strategic conclusions after each analysis

SPECIFIC ELECTIVES		
CEOPT01(GM)		Knowledge and understanding of the basic concepts and tools related to branding.
	RA1	Identifies the difference between Brand Management and Brand Policy
	RA2	Knows the concept of Brand Equity and the elements that compose it.
	RA3	Knows and applies the different decisions that affect the brand

THEMATIC UNITS AND CONTENT

Content- Thematic Units

Topic 1: Introduction
1.1 Concept of trademark
1.2. The use of the trademark
1.3. Brand decisions
1.4. Strategic Brand Management

Topic 2: Brand Equity
2.1. The concept of Brand Equity
2.2. Brand Equity models
2.3. The value of the brand
2.4. Models for the calculation of brand equity

Topic 3: Brand Positioning
3.1. Concept of Brand Positioning
3.2. Determination of the competitive frame of reference
3.3. Basis for brand positioning

Topic 4: The elements of the brand
4.1. What are the elements of the brand?
4.2. Criteria of choice of the elements of a mark
4.3. Management of the elements of a brand

Topic 5: The construction of a brand

5.1. Brand building

5.2. Process of building strong brands

5.3. The brand value chain

Topic 6: Brand architecture

6.1. Concept of brand architecture

6.2. The development of the brand portfolio

6.3. Brand Hierarchy Decisions

Topic 7: Brand decisions

7.1. Brand extension

7.2. Co-branding

7.3. Brand licensing

Topic 8: Brand management over time

8.1. Introduction

8.2. Brand reinforcement

8.3. Brand Revitalization

Topic 9: Global brand management

9.1. Why make a brand global?

9.2. Advantages and disadvantages of a global strategy

9.3. Basis for implementing a global brand strategy

Topic 10: New trends in brand management

TEACHING METHODOLOGY

General methodological aspects of the course

In order to facilitate the student's preparation of the different parts of the subject, in the resources portal you will find a schedule in which the activity to be carried out in each hour of class and the work to be done before the class are listed. Different methodological tools will be used

1. **Master classes**

   During the master class the key points of the program will be developed. The role of the student in the classic version of the master class is to listen actively, try to understand the arguments and theories, relate the content of the class with their previous knowledge and try to take structured notes of the most important contents.to be able to follow the presentation in an orderly manner, there is an outline of the same, in slide format, in Moodle. It is advisable that the student completes this information collected in the classroom with the reading of the recommended bibliography, which develops in a more complete way the exposition made. The student must, beforehand, have made a previous reading of the subject object of development. The corresponding information will be included in the chronogram.

2. **Group Directed Work**

   Students, conveniently divided into groups, will develop throughout the course, and in parallel to the master classes, different works. The purpose of the same is that they apply the concepts learned to a situation analogous to reality and that they make decisions. At the end of the session, at least two groups will expose the result of their work.

   The work plan for the different directed works will be included in the chronogram.

3. **Individual Practices**

   The chronogram will include the dates on which the students must hand in the corresponding news item and their personal commentary, which will not exceed 150 words.

4. **Individual Work**

   Firstly, he/she will have to look for the necessary and pertinent information for the realization of the individual practices and the directed works. Secondly, the student must prepare the study materials, based on what has been seen in the lectures, directed work sessions and individual practicals. It is estimated that the student should dedicate approximately 20 hours to this personal work.

5. **Tutoring**

   Students have the tutoring schedules of the professors to solve doubts and analyze the development and performance in the course. TEAMS will be used as a help tool in those cases that are more appropriate.

Face-to-Face Methodology: Activities

Master Class	CG1, CG5, CEOPT1(GM)
Directed Group work	CG2, CG3, CG4

Non-attendance Methodology: Activities

Preparation of study materials	CG1, CG2, CG5
Preparation of Directed work	CG2, CG3, CEOPT1(GM)
Individual Practice	CG1, CG2, CG5, CEOPT1(GM)
Personal Study	CG1, CG5, CEOPT1(GM)

SUMMARY OF STUDENT WORK HOURS

HOURS OF ATTENDANCE			
Lessons of an expository nature	Public exhibition of topics or papers	Exercises, case studies and problem solving	Simulations, role-playing games, group dynamics
25.00	5.00	10.00	8.00
NON-FACE-TO-FACE HOURS			
Exercises, case studies and problem solving	Individual and/or group study and organized reading	Monographic and research works, individual or collective	
20.00	50.00	20.00	
			CRÉDITOS ECTS: 6,0 (150,00 hours)

EVALUATION AND GRADING CRITERIA

Evaluation Activities	Grading Criteria	Weight
Short questions on the key concepts of the course.	Understanding the concepts	50
The objective of each group work is to apply the knowledge developed in the lectures to a real situation.	Translation of the concept to the real case Creativity and practical development	35
Search for professional news reflecting the theoretical concepts discussed in class	Originality of the news Explanation of the relationship between the news and the concepts. Ability to synthesize limit of 150 words	15
The student actively collaborates with the progress of the class, provides examples and performs the proposed voluntary activities.	Positive interventions	5

Grades

To pass the course it is necessary to have, at least, a 5.0 in each of the parts (theory and practice).

In the case of those students in third or subsequent exams, 100% of the grade will be made up by the final grade of the exam.
In the case of exchange students who have not validated the course, 100% of the grade of the course will be made up by the grade of the exam.

Note: The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense as stated in the General Regulations of the University, art. 168.2.e as: "carrying out actions tending to falsify or defraud the systems of evaluation of academic performance". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take an exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the respective subject, [...] [and] the prohibition to take an exam in that subject in the following call". In this regard, the use of ChatGPT or other IAG in the framework of the final project and cases of the subject will be considered inappropriate (and therefore prohibited), since its use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the subject's competences.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography
Keller, K, Swaminathan, V., Strategic Brand Management: A European perspective 2/E (3rd Edition), Pearson Education, 2019.
Kapferer, J. N., The new strategic Brand Management, 5th Edition, Kogan-Page, London 2012

Supplementary bibliography
Aaker, D., Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity, Free Press, New York, 2004.
Aaker, D. , Brand Relevance: Making Competitors Irrelevant, Jossey-Bass, San Francisco 2011

Laforet; S. , Managing Brandings. A contemporary perspective, McGraw-Hill Higher Education, Berkshire, 2010