

## SUBJECT DATA INFORMATION

<b>Subject Information</b>	
Name	Strategic Brand Management
Code	
Studies	Undergraduate in BBA
Course	4º
Semester	1st
ECTS Credits	6
Type	Elective
Department	Marketing
Area	Product and Brand
<b>Staff Information</b>	
<b>Professor</b>	
Name	M <sup>a</sup> del Pilar Melara San Román (Coordinator)
Department	Marketing
Office	Alberto Aguilera 23 C-405
e-mail	pmelara@icade.comillas.edu
<b>Professor</b>	
Name	Juan Manuel Alonso Melo
Department	Marketing
e-mail	jmalonso@icade.comillas.edu

## SUBJECT DETAILS

<b>Subject context</b>
<b>Contribution to the career profile of the studies</b>
A professional who wants to develop his career in the area of marketing has to know, in a more detailed and specific way, what a brand is, how it is managed and, specifically, that Brand Equity is a key element from a strategic point of view, and how it can be increased. This area acquires special relevance in cases of large consumer companies where brands are more important than the product and are synonymous with Strategic Business Units
<b>Prerequisites</b>
<b>Introduction to Marketing</b> <b>Marketing Management</b>

<b>Competencies - Objectives</b>
<b>Generic Competencies of the subject area</b>
<b>Instrumental</b>
CG01 Ability for analysing and summarizing CG02 Ability for solving problems and y making decisions CG03 Ability for organization and planning

CG04 Ability for managing information from different and diverse sources.
CG09 Ability to listen, debate and argument
CG010 Leadership and teamwork capacity
CG015 Adapt to change
<b>Specific Competencies of the subject area</b>
CEOPT01 Knowledge and understanding of the basic concepts and tools used in the management of brand

## THEME AND CONTENT BLOCKS

<b>Content- Chapters</b>
<b>Chapter 1: Introduction</b>
1.1 Brand concept 1.2 Use of the brand 1.3. Brand decisions 1.4. Strategic brand management
<b>Chapter 2: Brand Equity</b>
2.1. Brand Equity concept 2.2. Brand Equity Models 2.3. Brand Value 1.4. Models for calculating Brand Value
<b>Chapter 3: Brand positioning</b>
3.1 Concept of Brand Positioning 3.2. Defining the competitive frame of reference 3.3. Positioning Guidelines
<b>Chapter 4: Brand Elements</b>
4.1. The Brand Elements 4.2. Brand elements choice criteria 4.3. Management of brand elements
<b>Chapter 5: Building a Strong Brand</b>
5.1. Brand Building 5.2. Process of building a strong brand 5.3. Brand Value Chain
<b>Chapter 6: Brand Architecture</b>
6.1. Concept of Brand Architecture 6.2. Brand Portfolio 6.3. Brand Hierarchy decisions
<b>Chapter 7: Brand Extension</b>
7.1. The concept of brand extension. Differences with the extension of line 7.2. Advantages and Disadvantages of brand extension 7.3. Opportunities to extend a brand
<b>Chapter 8: Managing Brand over the time</b>
8.1. Introduction 8.2. Brand reinforcement 8.3. Brand revitalisation
<b>Chapter 9: Global branding perspectives</b>

- 9.1. Why go global?
- 9.2. Pros and cons of a global strategy
- 9.3. Guidelines for implementing effective global branding strategy

#### Chapter 10: New Trends in Branding

- 10.1. Introduction
- 10.2. Place Branding
- 10.3. Branded Content
- 10.4. Personal Branding

### CLASS METHODOLOGY

#### General methodological aspects of the subject

This subject requires a methodology eminently practice. Therefore, after knowledge of concepts and fundamental tools, it is necessary that the student was able to put it into practice to achieve adequate understanding. In this sense, different case studies individually and in-group, adapted to the different issues in order to facilitate the understanding of its practical perspective will be developed.

#### Classroom methodology: activities

Master classes  
Works directed  
Oral presentation of the collective work

#### Competencies

CEOPT01  
CG02, CG09, CG10, CG15  
CG01, CG03, CG10

#### On-line methodology: activities

Preparation of materials for study  
Preparation of directed works  
Individual practices  
Group work  
Personal study

#### Competencies

CG01, CG04, CG15, CEOPT01  
CG01, CG04, CEOPT01  
CG04, CEOPT01  
CG09, CG15, CEOPT01  
CG03, CG04, CEOPT01

### GRADING

Evaluation activities	CRITERIA	WEIGHT
Individual practices	Standards	15 %
Works directed (TD)	Standards	20 %
Oral presentation of the collective work	Standards	15 %
Written Exam	Knowledge	50%

In the case of students in the third or subsequent convocations, the overcoming of the subject required developing the corresponding grade examination of the contents of the program and carry out individual practical exercises, and students ask Teacher assigned exercises and special work plan in the first days of the course.

Exchange students who do not have validated the subject, 100% rating it will be formed by the note of the examination.

### SCHEDULE

No on-site and classroom activities	Date of realization	Date of delivery

TD1	S2	S2
TD2	S3	S3
TD3	S5	S5
TD4	S7	S7
TD 5	S11	S11
TD 6	S12	S12
Presentation 1	S6	S6
Presentation 2	S13	S13
Individual 1	S1-S3	S4
Individual 2	S4-S5	S7
Individual 3	S6-S9	S10
Individual 4	S9-S13	S13

### SUMMARY OF WORK SCHEDULE

SUMMARY HOURS OF STUDENT WORK			
HOURS CONTACT			
Theoretical classes	Practical classes	Academic activities	Evaluation
36	20	6	2
NON-PRESENTIAL HOURS			
Autonomous work on theoretical content	Autonomous work on practical content	Collaborative work	Personal study
15	15	15	50
ECTS CREDITS:			

### BIBLIOGRAPHY AND OTHER RESOURCES

<b>Basic bibliography</b>
<b>Text books</b>
<p>Keller, K, Aperia, T. ,Georgson, M., Strategic Brand Management: A European perspective 2/E (3rd Edition), Pearson Education, 2019.</p> <p>Kapferer, J. N., The new strategic Brand Management, 5<sup>th</sup> Edition, Kogan-Page, London 2012</p>
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<b>Articles</b>
<b>They will be hanging on the platform along the course</b>
<b>Web pages</b>
<b>Notes</b>
<b>Homemade</b>
<b>Other materials</b>
<b>Complementary bibliography</b>

**Text books**

Aaker, D., Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity, Free Press, New York, 2004.

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**COMILLAS**

UNIVERSIDAD PONTIFICIA

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