

1. - COURSE INFORMATION

General Information	
Name	Branding Strategies & Management
Degree	MSc in Marketing
Year	
Period	Second Term
Credits ECTS	3
Type	Elective
Department	Branding
Area	Marketing
Subject coordinator	D. Juan Manuel Alonso Melo dairbox@gmail.com

Faculty	
Lecturer	
Name	D. Juan Manuel Alonso
Departament	Branding
Area	Marketing
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Tutorials	Appointments by email and phone

2. - SPECIFIC DATA OF THIS SUBJECT

Context of this subject	
Added value to the Masters of Marketing	
Located in the Branding minor, this subject will take the student through the process of building a brand, from its Point Of Difference from any other category product to all touchpoints across the different industries (big focus on FMCG)	
Prerequisites	
The subject is undertaken in the second cycle of the Degree and it builds on the basic knowledge of Marketing Strategy, previously studied in the first cycle. Other related subjects: Marketing Plan, Brand Innovation...	

3. THEMATIC UNITS AND CONTENT

Content – Thematic Units

1. PM / BM: MAIN COMPETENCES
2. PRODUCT ATTRIBUTES
3. BRAND INTRODUCTION
 - 3.1. Brand concept
 - 3.2. Decisions to be made prior to creating a brand
4. NAMING
5. BRAND ARCHITECTURE
 - 5.1. Concept & objectives
 - 5.2. Relevant factors
 - 5.3. Assortment of options
 - 5.4. Pros & cons
 - 5.5. Criteria for selection
6. BRAND DESIGN
 - 6.1. Why?
 - 6.2. Components
7. POSITIONING
 - 7.1. Basic tools to elaborate a new positioning
8. BRAND LAUNCH
 - 8.1. Communication Mix: ATL touchpoints
 - 8.2. Our brand at the retailer: BTL touchpoints
 - 8.3. Brand diagnosis
 - 8.4. Brand culture
9. ADVANCED TOOLS: BRAND MANAGEMENT
 - 9.1. Multibrand strategy
 - 9.2. Digital environment
 - 9.3. Word of mouth & PR
 - 9.4. Private Labels
 - 9.5. Brand licensing
10. FMCG STATUS

4. – OBJECTIVES

Objectives

At the end of the subject, the student will have obtained the necessary theoretical knowledge to establish, manage and diagnose a brand in any of its phases. Additionally, he will be able to manage a portfolio with several brands and make decisions at a strategic level to properly prioritize available resources.

To balance this knowledge, the student will have learned , through case studies, to face real life situations and critical issues related to the day to day life of a Product / Brand Manager , his/her relationship with agencies and the ability to search info, use the most relevant studies available and identify potential research.

The main objective of the course is to show students the different phases that compose brand management, both at a strategic and an operational level, as well as the use of sources and tools that allow the right decision taking.

5. - - LEARNING METHODOLOGY – COMPETENCES / SKILLS

General Aspects	
<p>The focus of this subject is highly practical, based mainly on student learning, promoting their autonomy and active participation, in order to help students acquire the skills needed to work proficiently in their professional future. For the development of content and skills described in the preceding paragraphs, will undertake the following activities:</p>	
In class: Learning Activities	Skills
<p>TA1. Lectures in which the teacher will present the main contents in a clear, structured and motivating way, usually supported by various audiovisual resources. They highlight what is essential in order to facilitate the individual learning process for the student</p>	<p>IGC 1. Analysis and synthesis capability IGC 3. Ability to organize and plan IGC 5. Basic knowledge about the study area</p>
<p>TA2. Discussion sessions whereby the teacher explains the basics, with the active and collaborative participation of students. It includes dynamic presentations and formal or spontaneous participation of students through various activities.</p>	<p>IGC 4. Ability to manage information from various sources IGC 3. Ability to organize and plan IGC 5. Basic knowledge about the study area</p>
<p>TA6. Analysis and resolution of cases proposed by the teacher, from a brief reading, a material prepared for the occasion, or any other data or information necessary to implement in practice the theoretical knowledge boosting the student's argumentative ability. They are based on the selection of materials suited to the course professional, to the greatest extent possible, in order to train the student in solving real problems and the ability to react to unexpected situations and approaches. Usually conducted in teams</p>	<p>PGC 10. Leadership and teamwork SGC 16. Action and quality orientation PGC 12. Ethical commitment IGC 2. Problem solving and decision making PGC 11. Critical and self-critical capacity</p>
<p>TA7. Simulations, role plays, group dynamics. Simulations, role plays and other group dynamics are learning activities in which the student acts the part of another person. Students will analyze the situations, take decisions and identify and evaluate the consequences</p>	<p>PGC 9. Interpersonal skills: listen, argue and debate PGC 13. Recognition and respect for diversity and multiculturalism PGC 11. Critical and self-critical capacity</p>
<p>TA8. Public presentations. Presentations in class, individually or Collectively. They will assess the conceptual organization, mastery of subject matter, the simplicity, rationality and respect of the different phases. In the case of team presentations the active contribution of team members will be assessed</p>	<p>PGC 12. Ethical commitment IGC 3. Ability to organize and plan IGC 6. Oral and written communication skills in English. PGC 11. Critical and self-critical capacity</p>
Out of class: Learning Activities	Skills
<p>TA10. Individual study made by the student in order to understand and retain scientific content with a possible future application in their profession. Individual reading of texts (literature) and notes of different types (books, magazines, loose articles, newspapers, Internet publications, reports on practical experiences, etc...) related to the subject. In the Resources Site of the University students can find documentation, materials of the sessions and practices</p>	<p>IGC 1. Analysis and synthesis capability IGC 3. Ability to organize and plan IGC 4. Ability to manage information from various sources IGC 5. Basic knowledge about the study area SGC 14. Ability to learn and work independently</p>

TA11. Tutorials for Individuals or small groups, to solve problems that have may arise, as well as monitoring student progress.	IGC 6. Oral and written communication skills in English. IGC 3. Ability to organize and plan. IGC 4. Ability to manage information from various sources. IGC 1. Analysis and synthesis capabilities.
TA12. Monographic Research team based, where the students will have to share information and resources to achieve a common goal.	SGC 18. Initiative and entrepreneurship. SGC 16. Action and quality orientation. PGC 12. Ethical commitment. SGC 17. Ability to develop and convey ideas, projects, reports, solutions and problems.
TA15. Organized Reading. Reading and analysis of relevant texts with various tasks to assess reading comprehension of an individual or group. PGC 11. Critical and self-critical capacity.	PGC 11. Critical and self-critical capacity. PGC 12. Ethical commitment.

6. - ASSESSMENT AND EVALUATION CRITERIA

Evaluation activities	CRITERIA	WEIGHT
Final exam: theory and case study resolution based on the theoretical knowledge	Knowledge of the subject (12% theory; 48% practices)	60%
Resolution of 1 team-work case study about one pre-selected brand	Teamwork and theoretical knowledge application	25%
Cases solved in class.	Synthesis ability. Ability to argument and show Ideas. Public presentation & defense	10%
Discretionary. Attendance and active participation in class and forums. Quality attitudes towards individual and team work. Public discussions.	Participation and rigorous Approach to the subject. Proactivity, teamwork	5%

If the student fails one of the assessment pieces, should be given another chance to pass it. The student must contact the teacher to obtain further instructions.

8.- SUMMARY OF STUDENT WORKING HOURS			
IN CLASS HOURS			
Lectures	Practices	Class activities	Final Exam
20 hours	4 hours	4 hours	2 hours
NON PRESENTIAL HOURS			
Autonomous work on theoretical contents	Autonomous work on practices	Resolution of monographic team study case	Personal study
15 hours	10 hours	20 hours	30 hours
CREDITS ECTS 3: 3*25 hours = 75 working hours			

9. - BIBLIOGRAPHY AND RESOURCES

Attributes, values and brand concept:

[Principles of Marketing, 12th Edition](#) by [Philip Kotler](#) & [Gary Armstrong](#), Prentice Hall

Benchmark best practices:

- Topbrands Business
- Superbrands Book

Brand management:

- Managing Brands by Sylvie Laforet, McGraw-Hill
- [Strategic Brand Management \(3rd Edition\)](#) by Kevin Lane Keller, Prentice Hall

Naming:

- The Name of the Beast: The Process and Perils of Naming Products, Companies and Brands, **Neil Taylor** Cyan Communications (November 1, 2006)

Brand Architecture:

- Importance of Brand Architecture (& What It Means), The, [Andy Milligan, Jon Edge](#) Kindle Edition
- [Designing Brand Identity: An Essential Guide for the Whole Branding Team](#) by [Alina Wheeler](#), Ed Wiley

Positioning:

- [Positioning: The Battle for Your Mind, 20th Anniversary Edition](#) by [Al Ries](#) & [Jack Trout](#) by McGraw-Hill

Brand Culture:

- Brand Culture, by Jonathan E. Schroeder, Miriam Salzer-Morling

DIGITAL RESOURCES

Brand Channel
Marketing News