SUBJECT DATA INFORMATION

Subject Information	
Name	Strategic Brand Management
Code	
Studies	Undergraduate in BBA
Curse	4º
Semester	1st
ECTS Credits	6
Type	Elective
Department	Marketing
Area	Product and Brand
Staff Information	
Professor	
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Professor	
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SUBJECT DETAILS

Subject context
Contribution to the career profile of the studies
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
Prerequisites
Introduction to Marketing Marketing Management

Competencies - Objectives
Generic Competencies of the subject area
Instrumental
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
Specific Competencies of the subject area
CEOPT01 Knowledge and understanding of the basic concepts and tools used in the management of brand

THEME AND CONTENT BLOCKS

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

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	**Competencies**
Master classes Works directed Oral presentation of the collective work	CEOPT01 CG02, CG09, CG10, CG15 CG01, CG03, CG10
On-line methodology: activities	**Competencies**
Preparation of materials for study Preparation of directed works Individual practices Group work Personal study	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

Basic bibliography
Text books
Keller, K, Aperia, T. ,Georgson, M., 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
Chapters in books
Articles
They will be hanging on the platform along the course
Web pages
Notes
Homemade
Other materials
Complementary bibliography

Text books
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
Laforêt; S., Managing branding. A contemporary perspective, McGraw-Hill Higher Education, Berkshire, 2010

Chapters in books

Articles

Web pages

Notes

Other materials