

Course Unit	Brands and Product Management		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-2103-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ricardo Alexandre Fontes Correia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the brands as the essence of organizations differentiation;
2. Manage Products and Brands;
3. Know the diverse brand components;
4. Generate brands;
5. Take brand management strategic options;
6. Dominate, understand and use the concept of brand equity;
7. Identify diverse strategic options for product portfolio management;
8. Understand the innovation process and new product development.

Prerequisites

Before the course unit the learner is expected to be able to:
Identify and understand basic concepts of marketing.

Course contents

The brand as nuclear entity of marketing actions; Brand Architecture; Strategic Brand Management; Corporate Brands; The Brand Equity Concept; Develop and Manage Products; Innovation.

Course contents (extended version)

1. The brand as nuclear entity of the institutions marketing action
 - Brand History
 - From products to brands
 - The Empowerment of the intangibility in brands
 - What is not a brand
2. Brand Architecture
 - Brand pillars
 - The Brand Identity System
 - Brand Value Proposition
3. Strategic Brand Management
 - Brand Analysis
 - Brand release
 - Brand reconstruction
 - Brand Extension
4. Corporate brands
 - The concept of Corporate Brand
 - Methods to relate Corporate and Product Brand
5. The Brand Equity Concept
 - The Brand Equity Concept
 - Brand Equity Models
6. Develop and Manage Products
 - The Product
 - Managing a Product Portfolio
 - Develop new Products
7. Innovation
 - The Role of Innovation in Products
 - Sources of Innovation
 - The Innovation Process

Recommended reading

1. Aaker, D. (2010). Building strong brands. Simon & Schuster Ltd. ISBN: 9781849830409
2. Coelho, C. , & Rocha, P. (2007). Brand taboos. Booknomics. ISBN: 978 989 8028 54 9
3. Gorchels, L. (2012). The product managers handbook (4 ed. ^a). McGraw-Hill. ISBN 9780071772983
4. Keller, K. (2013). Strategic brand management (4 ed. ^a). Prentice Hall. ISBN: 9780132664257.
5. Lencastre, P. (2007). O livro da marca. Lisboa: Publicações Dom Quixote. ISBN: 978 972 20 2841 7.

Teaching and learning methods

Expository and practical lessons of the syllabus content. Methods involving active participation of students with case studies and exploration papers analyses.

Assessment methods

1. Distributed Assessment - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50% (Minimum grade of 7 required)
 - Final Written Exam - 20% (Minimum grade of 8 required)
 - Case Studies - 30%
2. Project Assessment - (Regular, Student Worker) (Special)
 - Practical Work - 100%
3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)

Assessment methods

- Case Studies - 100%
- 4. Final Exam Assessment - Outgoing Students - (Regular, Student Worker) (Final, Supplementary, Special)
- Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ricardo Alexandre Fontes Correia	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
06-10-2022	09-10-2022	09-10-2022	09-10-2022