

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
Type	Semestral	Semester	1
Level	1-2	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. <sup>a</sup>). McGraw-Hill. ISBN 9780071772983
4. Keller, K. (2013). Strategic brand management (4 ed. <sup>a</sup>). 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