

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	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-2103-00-23				
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)

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. Keller, K. & Swaminathan, V. (2019). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition 5th Edition. Pearson. ISBN: 978-1292314969
4. Lencastre, P. (2007). O livro da marca. Lisboa: Publicações Dom Quixote. ISBN: 978 972 20 2841 7.
5. LeMay, M. (2022). Product Management in Practice: A Practical, Tactical Guide for Your First Day and Every Day After (2nd Edition). O'Reilly Media. ISBN: 978-1098119737

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. Final Assessment - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50% (Minimum grade of 7 required)
 - Final Written Exam - 20% (Minimum grade of 7 required)
 - Case Studies - 30%
2. Special Season Assessment - (Regular, Student Worker) (Special)

Assessment methods

- Practical Work - 100%
- 3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - 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

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21-10-2023	21-10-2023	23-10-2023	23-10-2023