

**Course unit title: BRAND MANAGEMENT**

**Course unit code: 2-2-20**

**Type of course unit:** compulsory

**Level of course unit:** first cycle

**Year of study:** 2<sup>st</sup>

**Semester:** 2<sup>st</sup>

**Number of ECTS credits allocated:** 6 ECTS

**Name of lecturer:** Sandra Mieiro

### **Objectives**

Presentation of the Brand Management reality, in a theoretical dimension, and by analysing practical cases. The intention of this discipline is to allow the student to perceive brand management reality, its processes, interlocutors and codes as a preparation for his integration in the work market, as well as to acquire a critical and analytical capacity of brand creation and management processes, based on an active participation in the discussion of the subjects presented in the classroom, and on their individual and collective performance in the practical work developed.

### **Learning outcomes of the course unit**

Understand the brand management world and its processes;

Understand all the phases of the brand conception and management process and be able to project a brand from its strategic reasoning to its materialization;

Understand the functions of a brand manager and know which tools are available and which skills are necessary to perform well;

Understand the challenges of the conception of a brand, and project a new brand.

**Mode of delivery:** face-to-face

**Prerequisites and co-requisites:** none

**Recommended optional programme components:** none

### **Course contents**

1. Brand Concept
2. Origins of Brand
3. Different Brands
4. Brand Managers
5. Naming
6. Brand Personality
7. Brand Icons
8. Brand Positioning in relation to the Marketing Mix
9. Brand Creation:
  - 9.1. Process
  - 9.2. Basic Elements of a Brand
  - 9.3. Brand Colours
  - 9.4. Brand Graphism
  - 9.5. Brand Logo
10. Brand Applications
11. Advertising in Brand Management
12. Brand Extension and Co-Branding
13. How new brands emerge
13. The Key for a Successful Brand
14. Brand Updating (Case Studies)
15. The Future of Brands

### **Recommended Reading**

- Keller, Kevin L. – “Strategic Brand Management – Building, Measuring, and Managing Brand Equity”, Third edition, Pearson International Edition, 2008.
- Harvard Business Review on Brand Management, Harvard Business School Press, 1999.
- AAKER, DAVID A.-“Building Strong Brands “,The Free Press, New York, 1996
- KAPFERER, JEAN-NOËL – “The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. Kogan Page, London, 2005
- OLINS, WALLY – “A Marca” Editorial Verbo, Lisboa, 2003
- GOBÉ, MARC – “Emotional Branding – the new paradigm for connecting brands to people” Allworth Press, New York, 2001
- AAKER, David A. – “Brand Portfolio Strategy : creating relevance, differentiation, energy, leverage and clarity”. New York. Free Press, 2004
- CHERNATONY, Leslie de, MCDONALD, Malcom – “Creating Powerful Brands in Consumer, Service and Industrial markets”, Oxford : Butherworth-Heinemann, 2<sup>a</sup> ed., 1998 AARDEN, PAUL – “It’s Not How Good You Are,It’s How Good You Want To Be.
- SCHROEDER, JONATHAN E. and SALZER-MÖRLING, MIRIAM – “Brand Culture”, Routledge, Oxon, 2006 -C

### **Planned learning activities and teaching methods: Theoretical-practical lessons**

#### **Assessment methods and criteria**

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
  - 1 Test in the classroom (20% weighted)
  - 1 or more group or individual work (30% weighted)
  - Participation /attendance ( **10%** weighted)
  - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

**Language of instruction:** portuguese