

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	3
Semester	First semester
Subject Type	Compulsory
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

In this subject, the learning process designed for this subject is based on a combination of theory and practice sessions, exercises, different case studies and other activities related to the program. Students' participation is encouraged along the semester. These activities are described in the following point.

5.2.Learning tasks

27624 - Product and Brand Management

The programme offered to the students to help them achieve the learning results includes the following activities...

- Theory sessions: to introduce the main concepts of product and brand management. In these sessions different examples will be provided in order to ease understanding.
- Practical sessions: different exercises and case studies related to the programme will be made and solved in class.
- Conferences: brand managers or other personnel that is in charge of product and brand management will be invited
- Tutorials: these will be devoted to supervise students' work
- Independent work: including activities dealing with the theoretical and practical contents of the subject, problem solving, individual and teamwork tasks, information search and analysis
- Evaluation activities

5.3.Syllabus

Unit 1: Product management

1.1 Introduction

1.2 Main activities in product management

1.3 Product management in companies

Unit 2: New product development (NPD)

2.1 Introduction

2.2 Internal organization

2.3 Stages in new product development

2.4 Main factors associated to success and failure in NPD

Unit 3: Positioning and control

3.1 Introduction

3.2 Segmentation and coverage strategy

3.3 Differentiation and positioning

3.4 Control

Tema 4: Product attributes analysis

4.1 Introduction

4.2 Packaging and labelling

4.3 Quality and design

4.4 Product services

4.5 Brand concept

Tema 5: Brand identity and image

5.1. Introduction

5.2 Brand identity and image

5.3 Brand equity

5.4 Brand portfolio and brand strategy

5.5 Control

Tema 6: Product portfolio

6.1 Concept and dimensions in the product portfolio

6.2 Analysis of the product portfolio

6.3 Strategies in product portfolio

5.4.Course planning and calendar

The planning and timetable of the lectures and practical classes will be announced at the beginning of the semester in class and through the ADD.

5.5. Bibliography and recommended resources