Universidad Zaragoza

Academic Year/course: 2022/23

27624 - Product and Brand Management

Syllabus Information

Academic Year: 2022/23
Subject: 27624 - Product and Brand Management
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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, tutorials, conferences, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures. Introduction of the main concepts of product and brand management. In these sessions different examples will be provided in order to ease understanding.
- Practice 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. Supervision of the students? work.
- Autonomous work. It includes activities dealing with the theoretical and practical contents of the course, problem solving, individual and teamwork tasks, information search and analysis.
- Assessment tasks.

The methodology followed in this course is planned to be trough in-person lectures. Nevertheless, if necessary and due to health reasons, in-person lectures will be taught partially or totally by online means.

4.3. Syllabus

The course will address the following topics:

- Topic 1. Product management
    - 1.1 Introduction
    - 1.2 Main activities in product management
    - 1.3 Product management in companies
- Topic 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
- Topic 3. Positioning and control
    - 3.1 Introduction
    - 3.2 Segmentation and coverage strategy
    - 3.3 Differentiation and positioning
    - 3.4 Control
- Topic 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
- Topic 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
- Topic 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

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (https://econz.unizar.es/)