

BRAND MANAGEMENT

COURSE: FOURTH

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [DRA. M^a EUGENIA MARTÍNEZ](#)

OBJECTIVES:

The subject has as main objective to approach the students to the processes of brands creation, in order to give them tools to manage all the positioning strategies.

The theoretical and practical approach of this subject, will take the student to face real situations in companies. They have work with the brand they created last year (in Corporate and Institutional Communication subject) afterwards, they will have to make strategic decisions about brand management.

To give the student a different vision, the subject has been focused from the relationship between branding plan and marketing plan and, all, from emotional branding point of view. In order to make them think, not only in specific elements but in global branding strategies (to maintain and / or improve the brand value).

Additionally, the subject is based on the fact that students (in groups) must work with the brand they founded, to be critical and to make decisions for the change and improvement of the companies according to the brand management.

The key element of this subject is to know how to apply the theoretical concepts in projects planning and their elaboration; as well as to confront the presentations.

COMPETENCES:

GENERAL

- **CG1** - To develop linguistic abilities and express themselves adequately and convincingly in the different situations of oral and written communication in the languages of the community and in English.
- **CB2** - Students can apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving in their area of study

SPECIFIC

- **CE4** - To manage the fundamental tools of strategic marketing to apply them in advertising, public relations and marketing fields in national markets and especially in international markets.

- **CE8** - To detect and analyze correctly the factors influencing the behavior of international consumers, from a marketing perspective, and design strategic marketing plans, based on this international approach to decision making.

LEARNING OUTCOMES:

- **R8** - The student Analyses the decisions implied in the brand management.
- **R9** - The student develops in complex situations or that require the development of new solutions in the academic, labor or professional field within its field of study.
- **R3** - The student carries out the strategic marketing plan of a company.
- **R2** - The student analyses and applies new strategies and marketing trends related mainly to experiential marketing and engagement marketing, and other trends also currently considered of interest.

CONTENTS:

1. BRAND POSITIONING

- Brand main concepts
- Brand positioning
- Brand positioning map
- Brand positioning map methodology. How to do it.
- Relationship between Brand management and marketing plan.

2. Emotional Branding.

- Emotional branding definition.
- 10 main points to understand what Emotional Branding is.
- Get the consumer to check and repeat.
- Senses & Branding.
- Purchase Decision Process. The five stage model.
- Maslow's Hierarchy of Needs.
- New ways to define our target.

3. Branding plan.

- Relationship between Marketing plan and Branding plan.
- Strategic analysis (5 c's. Consumers, competitors, collaborators, context and company)
- SWOT practicality.
- CAME. Action and Strategic Plan.

4. Visual and Verbal Identity.

- Definition.
- Brand book and Visual style guide definition and function.
- Brand book and Visual style guide contents.
- Composition of the logo, proportions and reticles, typography, colours, correct and incorrect uses, tone of voice.

5. Product and price.

- Product levels.
- Product life cycle.
- Pricing strategies.

6. Distribution and packaging.

- Distribution as a marketing tool.
- Distribution channels.
- Packaging and its role in distribution channels and stores.
- In-store actions.
- POP (Point of Purchase).

7. Experiential marketing, engagement marketing and CSR.

- Experiential marketing model.
- Strategic experiential modules and tools.
- Engagement marketing strategies.
- Corporate Reputation Vs Corporate Image.
- CSR definition, functions, objectives, strategies and tools.

8. Customer Relationship Management.

- CRM definition, functions and types.
- Techniques and strategies of elaboration and management of data base.
- RGPD 2018.

EVALUATION SYSTEM:

There will be two mid-term exams susceptible of recovery that will have a value of 40% of the final mark, another 60% will be the result of the 6 activities throughout the course. It is obligatory to pass both parts **(+5pt of 10)** to make average.

It is not mandatory to pass all activities to be evaluated, as long as the average of all of them is passed **(+5pt of 10)**.

In the case of obtaining a mark between **4 and 5** in one of the partials, it will not be necessary for the student to do the remedial exam if the resulting average with the other partial is **higher than 5**. However, in this situation, although the resulting average was higher than 6, the final grade of the subject would be 6. (That is: in the case of obtaining a 4 in one exam and a 5 in another, if the average is not over 5 points, they will have to do the remedial exam. Also, even if they get an average of exams of 7, if in an exam they have obtained a 4 and in the second a 10 and in the activities, they have obtained an 8, the final average will be 6).

In the case of not obtaining a mark higher than 5pt in the average of the activities, the student can not pass the subject, although the average with the exam is passed.

The non-attendance (not justified) in classes where they present an activity, will suppose a "no delivery", that is, a zero.

The evaluation of the works will be: 90% written work and work in class, 10% presentation (in all that it requires). Those students who do not make the presentation without justification, will assume a 0 in the activity. Those students who do not present (but are present in class), will assume a 0 in the presentation, that is, 10% of the mark.

Due to the practical nature of the subject, the only recoverable option is the exam. All activities are planned in such a way that daily follow-up in class will allow the student to have the option of constant improvement.

The students will work in groups. Despite this, students can obtain different marks in the same activity, depending on the fulfillment of the micro-objectives established for each session, for each activity.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as in the open debates in class. The critical and analytical student vision will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates and the oral presentation of the activity in a group.

METHODOLOGY:

The subject is face-to-face and combines the theoretical knowledge with its implementation in each session. Throughout the sessions, the teacher will expose program contents through the use of different learning methodologies, besides doing group training activities to complement and put into practice the knowledge.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the acquired knowledge in each one of the lessons. This personal work will consist of a review of the

theoretical aspects treated in class and complement them with the basic bibliography.

RECOMMENDED BIBLIOGRAPHY:

- COSTA, J. (2013) Los Pilares fundamentales del Branding. Anatomía de la Marca, CPC Editor, Barcelona.
- GOBÉ, M. (2005) Emotional Branding, Divine Egg, Barcelona.
- LOSADA, J.C. (2010) Gestión de la Comunicación en las Organizaciones, Ed. Planeta (Ariel Comunicación), Barcelona.
- SCHMITT, B. (2006) Experiential Marketing, Deusto, Barcelona.
- SANTESMASES, M. (2004) Marketing. Conceptos y Estrategias. Pirámide, Madrid. (5ª Ed.)
- SERRANO, M. Y BLÁZQUEZ, P. (2016) Design Thinking: Lidera el Presente. Crea el Futuro, ESIC, Madrid.
- VILLAFAÑE, J. (1999) La gestión profesional de la Imagen Corporativa, Ed. Pirámide, Madrid.

RECOMMENDED BIBLIOGRAPHY (IN VIRTUAL LIBRARY):

- VANAUKEN, B. (2015) Brand Aid. a quick reference guide to solving your branding problems and strengthening your market position. Brad VanAuken. USA. 2ª Ed.

- SICARD, M-C. (2013) Brand Revolution. Rethinking Brand Identity. Pacgrave Macmillan, New York.
- KAPFERER, J-N. (2011) The New Strategic Brand Management. Advanced Insights and Strategic Thinking, Kogan Page Limited, London, 5ª Ed.

Activity	Evaluation	Competences and KR	Constraints	Commitment
<p>Activity 1. STRATEGIC ANALYSIS. Activity composed of 3 parts. Activity 1a. The students will carry out 1) a brief Internal analysis, 2) an external analysis (applying Pestel + competitors analysis + perceptual map). Activity 1b. The students will make two stories, about the life of two potential or current consumers of their brand, totally opposed to each other. They will have to expose the story in class and extract the main ideas. They will extract the profile of the target, define the competition, analyze it, generate the positioning keys and its positioning map. Activity 1c. Realization of the SWOT and the CAME.</p>	8%	CB2, CG1, CE4, CE8 // R8, R9, R3, R2	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken</p>	8 hours
<p>Activity 2. Brandbook. Students will carry out a Brand book (Corporate Identity Manual - verbal and visual-) of the companies that have founded.</p>	10%	CB2, CG1, CE4, CE8 // R8, R3	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken</p>	10 hours
<p>Activity 3. Product. They'll have to describe the products according to their tangibility and the levels of the product. Does not require packaging design, but yes, prototyp of the product, if it's necessary.</p>	8%	CB2, CG1, CE4, CE8 // R8, R9, R3	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken.</p>	8 hours
<p>Activity 4. Packaging and In-store actions. Selection of an independent distributor (supermarket, specialized stores ...). Develop the packaging (specific, taking into account that it will be surrounded by other similar products) and determine an action at the point of sale.</p>	10%	CB2, CG1, CE4, CE8 // R8, R3, R2	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken</p>	10 hours
<p>Activity 5. Engagement marketing and CSR. CSR-related engagement campaign. What CSR factor could boost your brand positioning? What is its role in the Corporate Reputation?</p>	10%	CB2, CG1, CE4, CE8 // R8, R3, R2	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken</p>	10 hours
<p>Activity 6. CRM. It is composed of 2 activities. Activity 6a. CRM and Database. Design a CRM campaign for the achievement of a BBDD to be able to subsequently manage an online relationship marketing campaign. Activity 6b. CRM and Database 2. Design an annual global strategy (minimum 2 actions) with the aim of generating loyalty using the BBDD generated in the previous activity.</p>	14% (8% + 6%)	CB2, CG1, CE4, CE8 // R8, R3, R2	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Obligatory in the date stipulated</p> <p>Can't be retaken</p>	16 hours

<p>MID – TERM EXAM I.</p> <p>Theoretical exam where they will have to answer 5 questions about the main concepts, theories, models and processes seen in class.</p>	<p>20%</p>	<p>CG1 // R8</p>	<p>Can be retaken in extraordinary exams as long as the student has made the correct follow-up of the rest of the evaluation (that is, has a score higher than 5 of the average of the activities)</p>	<p>20 study hours</p>
<p>MID-TERM EXAM II.</p> <p>Practical exam where the students will have to carry out the identification, analysis and resolution of different situations, according to what was seen in the different activities carried out throughout the course.</p>	<p>20%</p>	<p>CB2, CG1, CE8 // R8, R9</p>	<p>Can be retaken in extraordinary exams as long as the student has made the correct follow-up of the rest of the evaluation (that is, has a score higher</p>	<p>15 study hours</p>
<p>CLASS HOURS</p>				<p>58</p>
<p>TOTAL HOURS OF COMMITMENT</p>				<p>155</p>