

Ing. Martin Machek, Ph.D.
Ing. Daniela Kolouchová

Aims of the course:

The course introduces students to the practical aspects of product/brand marketing and to the specific role of "product / brand manager" in the company. It demonstrates basic analytical, planning and management tools with which students may encounter in marketing practice. The main pillar of the course is a marketing plan, its use in brand management and its implementation in the strategic management of the company. Course also deals with different aspects of branding, brand positioning statement, trade marketing, sales management, ATL and BTL activities.

Learning outcomes and competences:

- Understand the key aspects of the brand value creation
- Propose appropriate tools to ensure business growth of brands
- Propose appropriate segmentation and positioning, enabling the brand to maximize its profit potential.
- Explain how to maximize the synergy effect of branding in the long term and how to reflect the core values of the brand into the marketing mix.
- Explain what tools can be used to determine the price of a new product on the B2B and B2C markets and how to create innovative products.
- Understand the specifics of branding in different markets such as cosmetics, luxury, pharmaceuticals, groceries and many others
- Prepare an appropriate marketing plan

Course content in details:

Product marketing and the specifics of its relationship to corporate strategy. Product concepts. The function and role of product manager and connection with career planning. Relationship and cooperation of brand manager to other departments in the company. Critical relationship of marketing and sales.

Marketing Plan as a tool for implementing strategy at the product level as well as an investment project. The structure of the marketing plan and its practical use in brand management. SWOT analysis. Analysis of the market and consumer analysis as the basis for setting marketing objectives and marketing strategy.

The Action Plan as output of marketing plan. Marketing mix. Financial analysis and analysis of product costs, budgeting for the future development of the product / brand. Methods of demand forecasting.

Sales management and its importance to marketing processes. Monitoring consumer market –field visits, reports from the field as one of the tools of market analysis for brand management. Marketing of private labels.

Branding. Product Brand and its importance in brand management. The concept of brand value and its building in the context of the long term strategy. Creating brand positioning statement, goals and mission of the brand, basic elements of brand communication. Definition and identification of the target group and its specifics, understanding the needs of consumers.

Briefing. Brief structure, its function and importance in brand management. Development and evaluation of de-brief and its importance. Rating successful and unsuccessful consumer promotions.

Grading scale:

Grade	%
A	90 - 100
B	75 - 89
C	60 - 74
Failed	below 60

Assessment methods (weight):

Active lecture/seminar/workshop/tutorial participation/attendance	20%
Mid-term test	20%
Presentation	40%
Final test	20%
Total – maximum	100%

Recommended literature:

ISBN	Title	Authors	Year
0-7494-4283-2	The new strategy brand management: creating and sustaining brand equity long term	KAPFERER, J.	2004
0-13-014546-7	Market-based management : strategies for growing customer value and profitability	BEST, R J.	1999
978-0-273-75336-0	Marketing management	KOTLER, P. -- KELLER, K L.	2012