

Syllabus for the course

PRODUCT/BRAND MARKETING

Course title:	Product/brand marketing
Number of ECTS credits allocated:	6 (1 ECTS credit = 26 hours of workload) 3 US credits
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Prerequisites and co-requisites:	none

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, such as brand architecture, brand identity, brand positioning and ATL and BTL activities linked to brand value creation.

Learning outcomes and competences:

Upon successful completion of this course, students will be able to:

- 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 contents:

Product marketing, its specifics and relation to corporate strategy

Product concept

Functions and roles of the product manager and connection with career planning

The relationship and basic ties of the brand manager to other departments in the company

The critical relationship between marketing and sales

Marketing plan as an implementation tool of strategy at the product level and as an investment project. The structure of the marketing plan and its practical use in brand management

SWOT analysis

Market analysis and consumer analysis and its analysis as a basis for setting marketing goals and marketing

strategies

Action plan as an output of a marketing plan

Marketing mix

Financial analysis and analysis of product calculation, budget processing for future product / brand development

Forecasting. Selection of a suitable model for demand forecasting

Qualitative and quantitative forecasting methods. Key factors influencing demand forecasting.

Branding. Product brand and its importance in brand management

The concept of brand value and its building within the long-term strategy of the company Creation of brand positioning statement, goals and mission of the brand, basic elements in brand communication

Definition and determination of the target group and its specifics, understanding the needs of the consumer

Specifics of non FMCG company marketing

Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	26 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	26 h
Preparation of presentation	40 h
Preparation for mid-term test(s)	18 h
Preparation for final test	20 h
Total	156 h

Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	10 %
Term paper	40 %
Mid-term test(s)	25 %
Final test	25 %
Total	100 %

Assessment:

Graded courses	
1=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	ELLIOTT, R	Strategic brand	Oxford	Oxford University	2018	978-0-19-879780-7

	H. -- PERCY, L. -- PERVAN, S.	management		Press		
RQ	KELLER, K L.	Strategic brand management : building, measuring, and managing brand equity	Boston	Pearson	2013	978-0-273-77941-4
RQ	KARTAJAYA, H. -- KOTLER, P. -- SETIAWAN, I.	Marketing 4.0 : moving from traditional to digital	Hoboken	Wiley	2017	978-1-119-34120-8

RQ required
RE recommended