

Course title	Brand Management
Credits	6
University	UCM
Language course	English
Learning outcomes	<p>LO1. understand the different disciplinary approaches to European Studies, including the way in which the different disciplines interact and enrich each other, so that they can grasp the richness of disciplinary perspectives on Europe and reflect on the added-value of multidisciplinary knowledge to understand Europe.</p> <p>LO4. be able to grasp the need for a general knowledge of different conceptual, theoretical and methodological perspectives to analyze and understand the European Union, and consequently: use various conceptual frames, theoretical approaches and methodological tools, that attempt to provide answers to the fundamental and practical questions that the European project is confronted with; utilize means of comparison to answer to which degree similarities and differences across Europe exist, and how they define Europe at large;</p>
Course objectives	This course provides an analyses of a diverse range of brands from a corporative and commercial perspective. It deepens on its historical evolution, its main features, how they are managed and built and how they communicate. Further on, it also searches to analyse the main brand evaluation models.
Content	<p>I. Conceptual and historical approach</p> <p>1. Brand concepts and dimensions</p> <p>1.1. Product Branding: concept and main aspects. 1.2. Corporate Branding: concept and main aspects. 1.3. Branding and Brand Architecture. 1.4. Brand Value. 1.5. Anti-Branding movements</p> <p>2. Historical evolution of the brand</p> <p>2.1. Trademarks: the brand as an identifier. 2.2. Lovemarks: the age of feelings and emotions. 2. 3. Responsible brands: transmitting trust and engagement with social values.</p> <p>3. The brand and other intangible assets</p> <p>3.1. Identity. 3.2. Culture. 3.3. CSR. 3.4. Image. 3.5. Reputation.</p> <p>4. Strategic management of Corporate Branding</p> <p>4.1. Corporate Branding: Main aspects. 4.2. Corporate Branding: Management models. 4.3. Communication strategies of Corporate Branding: Communicating and sharing values with stakeholders</p> <p>5. Product Branding management</p> <p>5.1. Product Branding: Main aspects. 5.2. Product Branding: Management models. 5.3. Communication strategies of Product Branding</p> <p>6. Evaluation models</p> <p>7. Challenges and trends of Brand Management</p>
Work format(s)	<p>Lecture</p> <p>Teaching will consist of a combination of formats i.e. : lectures, hands- on workshops, responsive teaching classes, case reports</p> <p>Students are expected to be present, demonstrate active participation during contact hours and prepare courses in case of responsive teaching sessions.</p>
Manner of assessment	Weekly assignments (60%), written examination (20 % in written format), test examination (20 % for the multiplechoice questions).
Literature (required/ recommended)	Handouts, reader, medialinks, video materials, case reports, and diverse scientific literature.