1. BASIC DATA

Subject	Product and Brand Policy
Degree	Degree in Marketing
School/Faculty	Social and Communication Sciences
Course	Second
ECTS	6 ECTS
Character	Basic
Languages	Spanish and English
Mode	On-site
Semester	Second semester
Academic year	2025-2026
Coordinating teacher	Nuria Alabau Tejada
Teaching	Mª Victoria Martín Laguarda

2. PRESENTATION

The subject Product and Brand Policy belongs to the Marketing Module.
This Module is developed from vertical integration, since, throughout the years of training that occupies the Degree. This subject has a total of 6 ECTS credits.
Through this, we aim to delve deeper into the concepts and importance of the product in the Marketing Mix at the business level, which leads to the knowledge of the launch of new products and its subsequent management. In turn, decisions regarding the brand are observed: name, packaging, renown, positioning or loyalty.

An important part of the product and brand is also internationalization. Therefore, scenarios are addressed in both national and international contexts so that students understand the scope of the knowledge taught in the classroom.

3. COMPETENCES AND LEARNING OUTCOMES

Basic skills:

• CB2 - That students know how to apply their knowledge to their work or vocation in a way
professional and possess the skills that are usually demonstrated through the development and defense
of arguments and problem solving within their area of study

• CB4 - Students can transmit information, ideas, problems and solutions to an audience
both specialized and non-specialized

Transversal competences: •

CT01: Responsibility: That the student is able to assume the consequences of the actions that
  performs and is responsible for his own actions

• CT09: Planning: That the student is able to effectively determine their goals and priorities
  defining the optimal actions, timeframes and resources required to achieve such goals.

Specific skills:

• CE04: Assess the company's competitive environment, pay special attention to the market and integrate
  this analysis when undertaking new challenges.

• CE11: Study the environment in search of business opportunities

• CE14: Relate historical processes and events to the current international order.

Learning outcomes:

• The student will be able to understand the product development and brand management process.

• The student will be able to identify the factors that determine the development process of
  product and brand management.

• The student will be able to evaluate the impact of decisions regarding product and brand on the
  company results.

The table below shows the relationship between the skills developed in the subject and the learning outcomes
pursued:

Competencies	Learning outcomes
CB2, CB4, CT01, CE14	**RA 1:** The student will be able to understand the product development and brand management process.
CB2, CB4, CT01, CT09, CE04, CE11	**RA 2:** The student will be able to identify the factors that influence the product development and brand management process.
CB2, CB4, CT01, CT09, CE04, CE11	**RA** 3: The student will be able to evaluate the impact of product and brand decisions on company results.

4. CONTENT

- Concept and importance of the product in the company's marketing mix.

- Launch of new products: Business portfolio management.

- Brand name, packaging, wrapping and labeling decisions.

- Brand recognition, positioning, brand recognition and brand loyalty.

- Identity, image, brand extension and its valuation as a strategic asset of the company.

- The brand in the international market: Global brand.

- Trademark protection: Community trademark and international trademark.

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

• Master class / web conference

• Case method.

• Cooperative learning.

• Problem-based learning (PBL)

• Field experiences

• Learning based on workshop teachings

6. TRAINING ACTIVITIES

The following identifies the types of training activities that will be carried out and the student's time commitment for each of them:

On-site modality:

Training activity	Number of hours
Tutorial	5h
Master classes	32h
Asynchronous master classes	10am
Self-employment	35h
Oral presentations	12h
Case analysis and problem solving	8pm

Group participatory activities	3:00 p.m.
Knowledge test	3h
Reports and writings	6 p.m.
TOTAL	**150h**

7. EVALUATION

The evaluation systems and their weighting in the total grade for the subject are listed below:

In-person modality:

Evaluation system	Weight
Knowledge test	35%
Oral presentations	15%
Projects	15%
Case / problem	30%
Performance Observation	5%

On the Virtual Campus, when you access the course, you can view the detailed assessment activities you must complete, as well as the due dates and assessment procedures for each one.

7.1. Ordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

- The student will be responsible for the delivery of his/her activities or projects, entailing the penalty for assignments submitted after the stipulated deadline.
- The student will have a deadline for submitting the activities or projects that he/she will are absent until the day before the exam in the ordinary session.
- The Degree is taken in person, so the student must attend regularly, passing attendance in each class and achieving at least 60%. Otherwise, the student You may take the exam in the regular session but your test will not be corrected. knowledge; it is more convenient to appear in person at the extraordinary meeting. The use of Teams is subject to justified situations in which the student cannot attend class, counting their virtual attendance as valid.

7.2. Extraordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

Any activities that were not passed during the regular session must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

- The student will be responsible for the delivery of his/her activities or projects, entailing
    the penalty for assignments submitted after the stipulated deadline.
- The student will have a deadline for submitting the activities or projects that he/she will
    are absent until the day before the exam in the ordinary session.
- The Degree is taken in person, so the student must attend regularly, passing
    attendance in each class and achieving at least 60%. Otherwise, the student
    You may take the exam in the regular session but your test will not be corrected.
    knowledge; it is more convenient to appear in person at the extraordinary meeting. The use of
    Teams is subject to justified situations in which the student cannot attend
    class, counting their virtual attendance as valid.

8. SCHEDULE

This section indicates the schedule with dates for submitting evaluable activities for the subject:

Evaluable activities	Date
Activity 1	Week 3
Activity 2	Week 5
Activity 3	Week 7
Activity 4	Week 10
Activity 5	Week 13-15
Activity 6	Week 18

This schedule may be subject to changes due to logistical reasons. Students will be notified of any changes in a timely manner.

9. BIBLIOGRAPHY

The reference work for following the subject is:
- Olins, W. (2009). The Book of Brands: A book aimed at both professionals in the field and students of business, marketing, design and other related fields.

Recommended bibliographic references are listed below:

- Hoyos Ballesteros, R. (2017). Branding: The art of marking hearts. ECOE Editions
- Brockonoff, K. & García Echevarría, S. (1984). Product policy. ESIC Editions
- Ferré Trenzano, J.M. & Ferré Nadal, J. (1995). Product range and price policies and strategies.
  Díaz de Santos Publishing House
- Casanoves Boix, J. (2017). Branding Fundamentals. Profit Editorial

10. EDUCATIONAL GUIDANCE UNIT, DIVERSITY AND INCLUSION

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their goals.
academics. Other pillars of our work are the inclusion of students with special needs
specific educational support, universal accessibility on the different campuses of the university and the
equal opportunities.

From this Unit, students are offered:

1. Accompaniment and monitoring through the implementation of personalized advice and plans
   students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made, that is,
   at the level of methodology and evaluation, in those students with specific support needs
   educational, thereby pursuing equal opportunities for all students.

3. We offer students different extracurricular training resources to develop
   various skills that will enrich their personal and professional development.

4. Vocational guidance through the provision of tools and advice to students with
   vocational doubts or who believe they have made a mistake in choosing their degree.

Students in need of educational support can write to us at:

Orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your feedback is essential to improve the quality of the degree.

Thank you very much for your participation.