

1. OVERVIEW

Subject area	Brand Management
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	Fourth
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery mode	On campus and online
Semester	First semester
Year	2024/2025
Coordinating professor	Ismael Delgado Durán

2. INTRODUCTION

This is a 4th-year subject area within the Bachelor's Degree in Business Administration and Management and it is taught in the 1st semester of the year.

The subject area Brand Management is part of the marketing content of the degree in Business Administration and Management as an element that expands the on knowledge related to marketing. It provides an in-depth study of all the main brand strategies, the different types of brands, brand management and new market and business trends in terms of branding.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON01. - Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

- Understand the product development and brand management process.

CON02. - Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

- Identify the factors that affect the product development and brand management process.

Abilities (HAB, by the acronym in Spanish)

HAB02. - Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

HAB07. - Analyse consumer behaviour: evaluate and predict behaviour and trends in the different audiences in which consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.

- Assess the impact of product and brand-related decisions on company results.

Skills (COMP, by the acronym in Spanish):

COMP03. - Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management.

4. CONTENTS

The contents of the subject area, which will be covered through a range of assessment activities, are as follows:

- Unit 1. Product and Brand Conceptualisation.
- Unit 2. Brand Positioning, Naming Rights and Personality.
- Unit 3. Brand Development and Strategies.
- Unit 4. Brand Portfolio and Architecture.
- Unit 5. International Brands and Legal Brand Protection.
- Unit 6. Final Group Project: Launching a Brand.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

ON CAMPUS MODE

1. Collaborative learning (on campus)
2. Case studies (on campus)
3. Problem-based learning (on campus)
4. Lectures (on campus)

ONLINE MODE

1. Case studies (online)
2. Problem-based learning (online)
3. Lectures via online seminars (online)

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

	Learning activity (on campus mode)	No. of hours	% of attendance
1	Lectures	50	100%
2	Independent working	30	0%
3	Oral presentations	12	100%
4	Case studies and problem solving	10	0%
5	Excursions/trips	5	0%
6	Group work	15	0%
7	Knowledge tests	5	100%
8	Tutorials	5	100%
9	Written reports	18	10%
	Total	150	

Online mode:

	Learning activity (on campus mode)	No. of hours	% of attendance
1	Online seminars	5	0.0%
2	Reading course material and consulting complementary resources	22.5	0.0%
3	Individual applied activities: problems, case studies, projects	35	0.0%
4	Group applied activities.	12.5	0.0%
5	Tutorials	17.5	0.0%
6	Self-assessment questionnaires and knowledge tests	7.5	50.0%
7	Written reports	50	0.0%
	Total	150	

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
Assessment	40%
Learning activities	40%
Final project	20%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1. Identification of product attributes.	Week 5
Activity 2. Personality	Week 7
Activity 3. Different brand strategies	Week 9
Activity 4. Brand architecture	Week 13
Activity 5. Group work: Launching a brand.	Week 17
Assessment	Week 18

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.