DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **BRAND MANAGEMENT**

Level: FOURTH   Semester: FIRST

Type (Basic/Compulsory/Elective subject): Compulsory
Weekly class hours: 4   Crédits (ECTS): 6
Year of Study Programme: 2010

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2. DESCRIPTION

This course analyzes brands from a corporate and commercial perspective. It studies its historical evolution, its main components, how they are managed and built and how they communicate. Likewise, the main brand evaluation models are analyzed.

3. SITUATION

Previous knowledge and skills:
As it is a fourth-year subject, the student will have acquired the necessary knowledge to be able to face it. However, as it is a highly practical subject, it will not require prior specific skills or knowledge. Theoretical contents will be provided in class so we can apply them in all practices we will work during classes and/or at home.

Recommendations and tips of interest:
It would be advisable to have audiovisual media with which to work in the classroom. It is a subject closely linked to the reality of the advertising process, so examples and practical cases will be presented and review continuously during the agenda.

Accommodations for students with special needs:
The subject will be taught in English and in person, but it can be adapted if necessary.

4. OBJECTIVES AND COMPETENCIES

OBJECTIVES:
- Knowledge and understanding of the concept of brand and brand management.
- Knowing the basic concepts of brand image and identity.
- Knowing the basic principles for the strategic management of the brand.
- Providing a global vision of the theory and practices of branding as a management principle, as well as planning and control strategies to achieve organizational communication objectives.
- Reviewing of general and specific theories and models on brand management. Alternative applications and techniques adaptable to the planning and development of corporate campaigns.

COMPETENCIES:
Specific skills:
E19. Knowledge and study of the psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of different communicative phenomena, with special attention to their relationship with business communication.
E26. Mastery of communication management with the public.
E42. Ability to manage the audiences of organizations and their characteristics.
E48. Know how to relate to the media for better performance.

Generic skills:
G01. Ability to adapt to technological, business or labor organizational changes in institutional, business and social communication.
G04. Decision-making: ability to make the right choice in situations of uncertainty, assuming responsibilities.
G05. Capacity for the ideation, planning, execution and evaluation of communication campaigns.
G06. Order and method: ability to organize and time tasks, carrying them out in an orderly manner, logically adopting priority decisions in the different processes of a communication campaign.

5. COURSE CONTENTS OR THEMATICS SECTIONS

1. The brand as a motor in the strategic communication process.
2. Brand management from communication: branding for commercial and/or corporate communication.
3. Brand management 360º.
4. Brand identity.
5. New trends in brand management.

6. LIST OF TOPICS

Topic 1. Intro brand and branding.
      1.1. To brand or not to brand?
      1.2. Brandable!

Topic 2. Brand archetypes.
      2.1. Discovering your personal brand archetype
      2.2. Analyzing brand's archetypes.

Topic 3. Brand management 360º
      3.1. Circumstances & Perspectives and their effects in brands & branding.
      3.2. Positioning & Repositioning brands.
      3.3. Brand Brief: Mission, Vision and Values.
      3.4. Branding assets/tools.

Topic 4. Branding to take brands further.
      4.1. Country Branding.
      4.2. Commercial Branding.
      4.3. Everything requires branding.

Topic 5. Brand management final project.

7. METHODOLOGY AND TEACHING TECHNIQUES

Brand management is a pragmatic dimension of advertising that implies an important knowledge of the advertising industry. Thus, the sessions will seek to be attractive to students through their participation through the presentation of real practical cases and group work.

    1. Face-to-face sessions: The objective of these sessions consists of the theoretical-practical exposition of basic concepts and ideas of the syllabus and bibliography for the development of the subject. In order to facilitate a learning adapted to the carried out and attractive, examples that illustrate the terms and actions described by the subject will be exposed continuously. In this way, a comprehensive conception of advertising is achieved in the real world. For this, the classes will be completed with audiovisual resources and graphic advertising that, as examples, allow a direct and current interaction with the subject. Consequently, the training acquires a theoretical-practical prism that adapts its discourse to the real professional situation that the students will find after the end of their studies.

    2. Group and individual work: In order to develop the theoretical and strategic skills that brand management requires, group and individual work is proposed that allow the practical development of the subject by the student. These will be tutored and directed by the teacher. In addition, similar exercises will be carried out in class that address the aspect of advertising measurement and planning.

The practices favor the direct performance and the application of the tools seen in class, supporting the learning and assimilation of the subject.

3. Intervention of professionals: For greater contact with the advertising industry, the option of inviting experts and professionals in person or online is considered. These will be able to offer their testimony to the students and build a vision adjusted to the reality of the subject.

TEACHING TECHNIQUES

X Discussions   X Specialized tutorials   X Practical sessions
☐ Visits   ☐ Reading controls   ☐ Other/s: _____

8. ASSESSMENT CRITERIA

Evaluation Model A:
Due to the theoretical-practical characteristics of the subject, the face-to-face assessment scenario will require the participation of the students in class. In this sense, the student will be able to avail himself of this evaluation system as long as he reaches 80% of attendance. Class attendance is not compulsory, but the presence and participation of the student will be positively valued. In this case, the evaluation will be organized as follows:

- Work in groups and activities: It will mean 10% of the final grade. Its realization will be able to demonstrate to the teacher the knowledge acquired during the face-to-face sessions and the application of the techniques. The active participation of the student in class and the delivery of work in a timely manner will be positively valued in order to show the use.

- Individual activities: It will mean 20% of the final grade. Its realization will be able to demonstrate to the teacher the knowledge acquired during the face-to-face sessions and the application of the techniques. The active participation of the student in class and the delivery of work in a timely manner will be positively valued in order to show the use.

- Participation in class: It will mean 10% of the final grade. With this, the participation and motivation of the students is sought through the dynamization and continuous learning of the classes.

- Final project: It will mean 60% of the final grade. It will be a group project and its realization should be able to demonstrate to the teacher all the knowledge acquired during the face-to-face sessions and the application of the techniques.

Evaluation Model B:
For those students who have an attendance rate of less than 80%, the evaluation will be as follows:

- Individual activities: It will mean 20% of the final grade. Its realization will be able to demonstrate to the teacher the knowledge acquired during the face-to-face sessions and the application of the techniques. The active participation of the student in class and the delivery of work in a timely manner will be positively valued in order to show the use.

- Final project: It will mean 80% of the final grade. It will be an individual project and its realization should be able to demonstrate to the teacher all the knowledge acquired during the face-to-face sessions and the application of the techniques.

Second call

Final project, representing 100% of the total grade.

Third call

Final project, representing 100% of the total grade.

9. REFERENCES

Books
- The 22 Immutable Laws of Branding. Al Ries and Laura Ries.
- The Economist: Brands and Branding. Rita Clifton.
- Start With Why. Simon Sinek.
- Brand Thinking. Debbie Millman.
- Power Branding. Steve McKee.
- Branding: In Five and a Half Steps. Michael Johnson.
- How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity. Fabian Geyrhalter.
- The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. Marty Neumeier.
- What Great Brands Do. Denise Lee Yohn.
- Sticky Branding: 12.5 Principles to Stand Out, Attract Customers & Grow an Incredible Brand. Jeremy Miller.
- Building a StoryBrand. Donald Miller.

Others/web addresses https://www.slideshare.net/sjhus/the-brand-gap-2318215/114-Better_a_rough_answer_to

https://www.slideshare.net/imootee/60-minute-brand-strategist-limited-edition

https://www.slideshare.net/cultbranding.com/the-power-of-your-brand-lover/7-We_call_themBRAND_L_VERS

https://www.slideshare.net/paulisakson/modern-brand-building-presentation/6-A_STRONG_BRAND_A_COLLECTION https://www.slideshare.net/sjhus/22-immutable-laws-of-branding

https://www.slideshare.net/perfectpixels/creating-a-brand-personahttps://www.slideshare.net/WRMANN/branding-overview

https://www.slideshare.net/pjcollings/measuring-brand-value-patrick-collings/8-80_of_Googles_125_billion

https://www.slideshare.net/GrahamRobertson/how-to-write-a-brand-plan

https://www.slideshare.net/Sarvajeet/brand-management-process-building-big-brands-presentation

https://www.slideshare.net/suewoodward/brand-strategy-and-architecture-presentation-2009