SUBJECT TEACHING GUIDE

M218 - Management of Products and Brands

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2017-2018

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M218 - Management of Products and Brands				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	JESUS ANTONIO BARROS LOPEZ
E-mail	jesusantonio.barros@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E249)
Other lecturers	

3.1 LEARNING OUTCOMES

- Skills and competencies to effectively use marketing tools to work in the development and launch of brands , as well as in the development of the life cycle of products and services.

4. OBJECTIVES

Understanding new consumer profiles
Strengthen the importance of brand in the commercial management
Knowledge to manage the brand from the strategic point of view
Define the composition of a portfolio and brand strategies
Understand the concept of creative innovation and the launching of new services and products

6. COURSE ORGANIZATION

CONTENTS	
1	The product and the importance of the brand.
2	Analysis of the portfolio of products and brand strategies
3	Creative innovation and the launching of new products and services

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description Group work	Work	Yes	Yes	30,00
Description Individual review of the subject	Written exam	Yes	Yes	50,00
Description Participation and individual attitude	Others	No	No	10,00
Description Individual participation intra-group	Work	No	No	10,00
TOTAL				100,00

Observations

-Will be a working group in the case of this subject, pondering concepts and parameters covered in class.
-The student will exceed the subject when the overall score, as a result of the previous assessments, is equal to or greater than 5, (maximum10)
-In the case of cannot overcome the course, the student will undergo a new test of evaluation of activity defined as recoverable (written exam or practical work) not expired in the continuous evaluation.

Observations for part-time students

The test consist of theoretical single test and practice of 100 percent of the subject.
Students enrolled on time partial be assessed with a written test and a practical individual work following the script established for the subject.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Serrano Gómez, F., Serrano Domínguez, C, (2005): Gestión, dirección y estrategia de producto, Esic Editorial.
- Jiménez Zarco, I. (2004): Dirección de productos y marcas, Editorial UOC.
- Keller, K.L. (2008): Administración estratégica de marca, Pearson Prentice Hall.
- Popcorn, Faith; Marigold, Lys.– Granica. 2002- Las 8 verdades del marketing – E@valucion-
- Richard Florida. – Paidós. 2010 - La Clase Creativa.
- Philip Kotler, Kevin Lane. – Peaerson-Prentice Hall, 2006. Dirección de Marketing.