

SUBJECT TEACHING GUIDE

M218 - Management of Products and Brands

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2022-2023

| 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 (1) | | |
| Web | | | | | |
| Language of instruction | Spanish | English Friendly | No | Mode of delivery | Face-to-face |

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| Department | DPTO. ADMINISTRACION DE EMPRESAS | | | | |
| Name of lecturer | JESUS ANTONIO BARROS LOPEZ | | | | |
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| 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

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| 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 | % |
|--|--------------|-------------|-----------|---------------|
| Two group works will be carried out for the case of this subject, weighing concepts and parameters treated in class or investigated autonomously by team members Group work | Work | Yes | Yes | 40,00 |
| There will be a multiple choice test of 20 questions with 4 possible answers Individual review of the subject | Written exam | Yes | Yes | 50,00 |
| Assess student participation and attitude in class dynamics and group work participation and individual attitude | Others | No | No | 10,00 |
| Other students in diferent cases(part-time and others) or situations: The exam will consist of a single theoretical and practical test of one hundred percent of the subject. Students enrolled part-time will be assessed with a written exam and individual p | Others | No | No | 0,00 |
| 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@valuacion-
- Richard Florida. – Paidós. 2010 - La Clase Creativa.
- Philip Kotler, Kevin Lane. – Pearson-Prentice Hall, 2006. Dirección de Marketing.