



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Product and brand management	2022 02 04

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assoc. prof. Ramūnas Časas Other(s):	Faculty of Economics and Business Administration Saulėtekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face, on-line	Spring semester	English

Requirements for students
Prerequisites: Marketing, Consumer behavior

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed
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The aim of the course is to enable the highly-qualified marketers, who are taking the Global Marketing Program, to analyze, summarize and use theoretical and practical information on global market valuation, product and brand management, brand value creation, maintenance and development, and to apply the knowledge in the field of brand management in the global marketing and business environment, to analyze the problems in this field working both in a group and individually.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to independently and responsibly generate the ideas and develop creative and innovative solutions to problems in the scope of product and brand management field.	Lectures (problem-based teaching), discussions during lectures and seminars, presentations prepared by students on the basis of practical assignments during seminars (group work), case studies during seminars (individual work), presentations of invited guests and their discussion	Open and close ended questions in tests, assessment of performance and presentation of practical assignments
Students will be able to evaluate the company's product range and know its management principles.		
Students will be able to select the pricing strategy and set product prices.		
Students will be able to analyze and apply the essential indicators of macro and micro environments.		
Students will be able to evaluate the company's strengths and weaknesses, opportunities corresponding to its activities, and potential threats.		
Students will be able to systemize functions of marketing communication tools and apply measures according to global marketing goals.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
Brand concept and its management principles: - brand concept, - associative thinking theory, associations in consumer behavior, - product purchase / consumption situations, category entry points concept, - relationship between product category, product and brand, - functional, emotional, symbolic benefits - concepts of brand mental and physical availability, their relationship with consumer behavior, - market and brand, company and brand, the concept of a strong brand.	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.1; additional literature from emokymai.lt, case studies analysis from emokymai.lt)
Brand Value: - the concept of brand value, - brand value models, - the most important indicators of brand value, their determination and practical application.	2		4					6	8	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.2; additional literature from emokymai.lt, case studies analysis from emokymai.lt) Group assignment for the seminar. Select and present brands from the proposed list of real brands: brand, brand market, purchase / consumption situations, category entry points, brand target markets and benefits, brand present value indicators, etc.
Brand identity, positioning and image: - the concept of brand identity, - models of brand identity, practical application of brand identity, - brand positioning concept, practical application of brand positioning, - the concept of the brand image, the differences and commonalities between the brand	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.3; additional literature from emokymai.lt, case studies analysis from emokymai.lt)

image and the brand salience, - content of the brand image: emotions and brand, brand personality, practical evaluation of the brand image, - the link between brand identity, positioning and image										
Brand experience. Brand content - Internal and External Brand Attributes: - the concept of brand experience, the concept of the 'customer journey', the practical application of the concept of 'customer journey', - the concept of brand attributes; - internal and external attributes of the brand - internal brand attributes of differences and similarities – points-of-parity and points-of- differences, - external attributes of the brand: brand elements and other attributes of the brand; - the importance of brand attributes in brand management, the practical use of brand attributes.	2		4					6	8	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.lt, case studies analysis from emokymai.lt) Group assignment for the seminar. Introduce the brand identity, positioning, associations, "consumer journey", points-of-parity and points-of-differences of the selected brand, etc.
Brand content - Brand Elements: - the concept of brand elements; - brand elements as distinctive brand assets, use and development of brand elements as distinctive brand assets; - the characteristics of the brand elements, - brand name as the most important element of the brand, brand name as the source of brand associations, brand name selection and management - other elements of the brand - comparison of the elements of the brand specific of practical application.	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.4; additional literature from emokymai.lt, case studies analysis from emokymai.lt)
Secondary sources of brand associations: - theory of cognitive dissonance, concept of sources of brand secondary associations, - secondary sources of brand associations - company, - secondary sources of brand associations - country of origin - secondary sources of brand associations - other brands: cobranding strategy, ingredient brand strategy, brand licensing strategy	4		4					8	10	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.8; additional literature from emokymai.lt, case studies analysis from emokymai.lt) Group assignment for the seminar. Present and evaluate the elements of the selected brand. Identify (or propose) secondary sources of brand associations, linking them to brand

- other secondary sources of brand associations - events, celebrities, third parties - "transfer" of secondary associations, practical use of sources of brand secondary associations									identity, etc.
Brand architecture and hierarchy: - brand architecture concept, brand-product matrix, - brand architecture strategies, brand potential and development evaluation, brand portfolio strategy, - the concept of the brand hierarchy, the principles and levels of the brand hierarchy, - corporate brand.	2						2	4	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.12; additional literature from emokymai.lt, case studies analysis from emokymai.lt)
Product and brand development: - brand and brand development concept, brand and brand development opportunities, - new product concept, new product development process, market entry on new product, - development of the product range in the existing market - the product line extension; - horizontal and vertical extension of the product line, - evaluation of product line extension, practical use of product line extension opportunities, - development in the same market through the use of different brands - a portfolio of brands, - principles of brand portfolio formation - parent, "flanking", "prestigious", "fighting" brands	4						4	6	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.lt, case studies analysis from emokymai.lt)
Product and brand development: - the concept of brand extension in other markets, extension into close/related and distant/unrelated markets, - concept of similarity / differences of related / unrelated markets, its practical application - variety of brand extension strategies: the same brand development, sub-branding, brand endorsement strategies - factors determining the success of brand extension	4		4				8	10	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.13; additional literature from emokymai.lt, case studies analysis from emokymai.lt) Group assignment for the seminar. Introduce the hierarchy and architecture of the chosen brand, present (or propose) strategies for the development of the chosen brand: product lines, brand portfolio extensions, extensions into related and unrelated markets, etc.
Brand reinforcement, revitalization and rebranding.	2						2	4	Study and analysis of scientific literature, analyzes of case studies.

International brand extension and development. Brand in the digital market. - brand reinforcement and revitalization strategies, - rebranding strategies, - international and global branding concepts, - advantages and disadvantages of an international/global brand, - brand development strategies in international markets, - specific of brand experience and 'consumer journey in the digital market, brands on social networks, brand communities, - specific of brand management in the digital environment										(Keller, K.L., Swaminathan, V. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.7.14. 15; additional literature from emokymai.lt, case studies analysis from emokymai.lt)
Preparation for the exam									12	Study and analysis of scientific literature, analyzes of case studies, completed assignments analysis.
Total	32		16						48	82

Assessment strategy	Weight, %	Deadline	Assessment criteria
Practical assignments, completed in groups and presented during seminars	40%	During the semester, after completing each assignment	Practical assignments to previous topics are performed in groups of students. (Students who complete the assignment are identified by the names of the executors on the top of the uploaded report). Each completed assignment is presented in the auditorium / via MS Teams and uploaded to emokymai.lt by a pre-set time. The material used for the presentation, the slides are also uploaded to emokymai.lt by a pre-set time. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: each completed task is evaluated on a 10-point scale (with an accuracy of 0.25 points). Each member of the group who participated in the task is evaluated with an equal score. Content of the evaluation: - informativeness of the presentation and written report, quality of the presentation content, usage of the time limit for the presentation - 20% - validity of the prepared and presented material and connection with practical realities - 20% - scope and validity of the use of course knowledge (in presentation and written report) - 20% - consistency and logical validity of written report - 20% - answers to the questions (during delivery, after delivery of presentation) - 20% The final evaluation of the practical tasks is determined by calculating the arithmetic mean of all.
The final assignment, which is not presented during the seminars, but is delivered in writing form. (Brief content: to present the strategy of the analyzed brand by combining the tasks performed during the seminars).	20%	During the session.	Practical assignment related to the whole course, summarizing assignments, completed during the seminars, and is performed in groups of students. (Students who complete the assignment are identified by the names of the executors on the top of the uploaded report). The assignment is not presented in the auditorium, but uploaded to emokymai.lt. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: the final task is evaluated on a 10-point scale (with an accuracy of 0.25 points). Each member of the group who participated in the task is evaluated with an equal score. Content of the evaluation: - informativeness of written work, quality of content - 25% - validity of the prepared material and connection with practical

			<p>realities - 25%</p> <p>- scope and validity of the use of subject knowledge - 25%</p> <p>- consistency and logical validity of the written work - 25%.</p>
Final test	40%	During the session.	<p>The test of 30-40 closed and open-ended questions, the score of which is 1 point for the correct answer, it is based on the principle of a "closed book".</p> <p>The final test score is formed by summing the percentages of correct answers of the test. The test grade is calculated:</p> <p>> 90% - excellent, 10</p> <p>> 80% but <= 90% very good, 9</p> <p>> 70% but <= 80% good, 8</p> <p>> 60% but <= 70% on average, 7</p> <p>> 55% but <= 60% - satisfactory, 6</p> <p>> 50% but <= 55% weakly, 5</p> <p>less than 50% unsatisfactory, minimum requirements not met. If grade is less 5, the exam must be retaken.</p>
The final grade is positive if the exam / test grade is >= 5, all practical assignments have been completed and the grade for each is >= 5.			
The assessment strategy for an external exam	Weight, %	Deadline	Assessment criteria
Practical assignments, presented during seminars	40%	After assignments completion	<p>With separate course topics related practical assignments performed individually. Each task is done in written format and uploaded to emokymai.lt. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: each completed assignment is evaluated on a 10-point scale (with an accuracy of 0.25 points). Content of the evaluation:</p> <p>- informativeness of written work, quality of content - 25%</p> <p>- validity of the prepared material and connection with practical realities - 25%</p> <p>- scope and validity of the use of subject knowledge - 25%</p> <p>- consistency and logical validity of the written work - 25%.</p> <p>The final evaluation of the practical tasks is determined by calculating the arithmetic mean of all.</p>
The final assignment, delivered writing form. (Brief content: to present the strategy of the analyzed brand by combining the tasks performed during the seminars).	20%	After assignment completion	<p>The practical assignment related to the whole course, summarizing it, are performed individually. The assignment is uploaded to emokymai.lt (only the assignments submitted here are evaluated; otherwise the submitted assignments are not evaluated) . It will be evaluated with a 10-point system (with an accuracy of 0.25 points). Content of the evaluation:</p> <p>- informativeness of written work, quality of content - 25%</p> <p>- validity of the prepared material and connection with practical realities - 25%</p> <p>- scope and validity of the use of subject knowledge - 25%</p> <p>- consistency and logical validity of the written work - 25%.</p>
Final test	40%	The date of external exam.	<p>The test of 30-40 closed and open-ended questions, the score of which is 1 point for the correct answer, it is based on the principle of a "closed book".</p> <p>The final test score is formed by summing the percentages of correct answers of the test. The test grade is calculated:</p> <p>> 90% - excellent, 10</p> <p>> 80% but <= 90% very good, 9</p> <p>> 70% but <= 80% good, 8</p> <p>> 60% but <= 70% on average, 7</p> <p>> 55% but <= 60% - satisfactory, 6</p> <p>> 50% but <= 55% weakly, 5</p> <p>less than 50% unsatisfactory, minimum requirements not met. If grade is less 5, the exam must be retaken.</p>
The final grade is positive if the exam grade is >= 5, all practical assignments have been completed and each has a grade >			

= 5.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Keller, K.L., Swaminathan, V.	2020	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5th ed	London: Pearson Education
Supplementary reading				
Kapferer, J-N.,	2013	The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)	5th ed	Kogan Page
Aaker, D., Joachimsthaler,	2010	Brand Leadership		Pocket Book
Riezebos, R. et al.	2003	Brand Management: A Theoretical and Practical Approach.		London: Pearson Education
Additional literature from various sources	-	-	-	Uploaded into emokymai.lt