

Tárgytematika / Course Description

Product and Brand Strategies

KGNM_MMTA024

Tárgyfelelős neve /

Teacher's name: dr. Dernóczy-Polyák Adrienn

Félév / Semester: 2019/20/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Course description: This course introduces students to fundamentals of product-and brand management. It helps students better understand the significance and main issues of creating product and brand strategies in the 21st century and the most important processes of product and brand management.

Aims, objectives and description of the course: After this course students will be able to analyze, develop and plan product and brand strategies, take part in decision making processes and express their opinion about the issues and challenges related to different product and brand strategies.

TANTÁRGY TARTALMA / DESCRIPTION

Week	Topic
1	Value co-creation + Introduction to the system
2	Introduction to brand management
3	Relevant components of branding
4	Branding and customer relations
5	Branding and distribution
6	Evaluation of branding
7	Strategic brand management
8	Global and local branding
9	Ethics of branding
10	PRESENTATION I. Topic: Brand management systems. How does it work?
11	PRESENTATION II. Topic: Brand management systems Free speech: 5 min

12	General overview. Round table discussion on the whole topic: brand management and strategies
13	Mindmapping. Choose a topic and give a free speech by using mindomo.
14	Consultation possibility. Individual discussion of the extra tasks per capita.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Minimal requirement (for the signature):

Attendance at the 1st week and the 12th week plus 30 points, which can be collected during the weeks. The minimal requirement can not be substituted nor changed.

Evaluation

Evaluation is based on the collected points. Each week points can be collected. The total amount of points is 100+30 (100 goes for the grade, 30 for the signature)The tasks can not be substituted nor submitted after the deadline

Assessment, grading: 0-50 % insufficient, 51-65% sufficient, 66-80% adequate/satisfactory, 81-90% good, 91-100% excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Keller, Kevin Lane (2013) Strategic Brand Management, Pearson Education Limited, Edinburgh

Articles handed out by the course instructor

Recommended reading

Kotler, Philip – Keller, Kevin Lane (2012): Marketing Management 14. ed., Prentice Hall