

Tárgytematika / Course Description

Product and Brand Strategies

KGNM_MMTA024

Tárgyfelelős neve /

Teacher's name: dr. Dernóczy-Polyák Adrienn

Félév / Semester: 2019/20/2

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 1 Introduction

week 2 Product Strategies

week 3 New Product Development

week 4 Brands and Brand Management

week 5 Developing Brand Strategy

week 6 Brand Marketing Programs

week 7 Measuring Brand Performance

week 8 Growing and Sustaining Brand Equity

week 9 Midterm test

week 10 Project work- Brand audit and revitalization plan

week 11 Project work- Brand audit and revitalization plan

week 12 Project work- Brand audit and revitalization plan

week 13 Final presentations

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Minimal requirement (for the signature):

attendace of the seminars, weekly assignments and project work have to be done

Evaluation

| | |
|--------------|-------------------------|
| Assignments | 10 % |
| Project work | 30 % |
| Midterm test | 60 % (min. 31 %) |

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