

## Tárgytematika / Course Description

### Product and Brand Strategies

**KGNM\_MMTA024**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Dernóczy-Polyák Adrienn

**Félév / Semester:** 2020/21/2

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/0/0

**Tárgy féléves óraszám /**

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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

#### Course description:

This course introduces students to fundamentals of product- and brand management. It helps student 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 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.

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### TANTÁRGY TARTALMA / DESCRIPTION

Week 1: Introduction

Week 2: Product and Brand Management

Week 3: Brand Equity and Brand Positioning

Week 4: Brand Elements and Brand Communities

Week 5: IMC to Build Brand Equity

Week 6: Personal and Event Branding

Week 7: Brand Portfolios and Brand Extensions

Week 8: Brand Research Techniques

Week 9: Project implementation

Week 10: Project implementation

Week 11: Project implementation

Week 12: Project implementation

Week 13: Endterm test

Week 14: Project presentation and discussion

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

### **Requirements and Assessment of the Course:**

Project work or (online) endterm test 100%

Week by week there is a lecture and project discussion. Those who choose project work instead of endterm test or exam, participation in project discussion is compulsory week by week.

In case of not meeting the minimal requirements (51%), there is an online oral exam in the exam period.

### **Assessment/Grading:**

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

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## **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

### **Compulsory reading/materials**

Compulsory reading:

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

Recommended reading:

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