

Tárgytematika / Course Description

Product and Brand Strategies

KGNM_MMTA024

Tárgyfelelős neve /

Teacher's name: dr. Dernóczy-Polyák Adrienn

Félév / Semester: 2021/22/2

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 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.

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

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirements and Assessment of the Course:

Project work/presentation 40%

Endterm test/Oral exam 60%

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

period.

Assessment/Grading:

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

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