# Innovation, Branding and Intellectual Property

## Prof. Silvia Biraghi; Prof. Gabriele Pellegrino

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the role and value of intangible goods in business activities. In addition, considering the growing importance of resources in terms of knowledge, relations, and interaction between companies and stakeholders, the course aims to analyse the concept of brand as a key relational connection, and understand the innovation and legal defensibility dynamics related to it.

In the current market conditions – characterised by overcapacity, saturation and the dominance of technological aspects – know how to innovate the brand and guarantee adequate economic return is a key element for a successful branding and business strategy.

*At the end of the course, students will be able to:*

1. identify brand management and innovative contents among intangible resources;

2. understand the key features of a brand and support its positioning through appropriate brand management strategies aimed at extending or renewing the brand;

3. know the components of brand equity, the potential for brand extension and the paths that can be taken with a view to brand extension;

4. define and recognise the sources of/the obstacles to innovation;

5. assess the nature and role of intellectual property;

6. analyse – from a critical perspective – the use and impact of intellectual property;

7. assess the strategic implications of innovation within different competitive contexts.

***COURSE CONTENT***

The course will be structured as follows:

Module 1: *Prof. Silvia Biraghi*

1. Intangible resources
* Confidence and knowledge;
* The brand and the ever-changing role of brands.
1. The key concepts of brand management
* Brand identity;
* Brand positioning;
* Brand equity.
1. Brand innovation, renewal, and co-creation
* Brand architecture and innovation through brand extension processes
* Renewing the brand through trend-hunting and cultural branding
* Grassroot and participatory innovation through the phenomena of co-creation, prosumption, consumer entrepreneurship and participatory culture

This module aims to encourage critical thinking, also through a group project work.

Module 2: *Prof. Gabriele Pellegrino*

1. Technological innovation
* Innovation in economic analysis;
* The sources of innovation;
* Indicators of innovative activity
1. Intellectual property
* The economic reasons behind intellectual property;
* The role played by intellectual property;
* Patents;
* Brands and Copyrights.

3. Open innovation and processes for the dissemination of innovation

* Open innovation: definitions and implications
* The spread of innovation

***READING LIST***

The reading list for attending students will be made available online by the lecturers. This will include slides, articles, reports, chapters, audiovisual material, and meetings with experts.

Textbooks of reference:

K.L Keller, *Strategic Brand Management,* Pearson, 5th ed. 2020. (Introduction, 1, 2, 3, 4, 5, 8, 9, 10, 11, 12, 13, 14)

D. Holt, *How Brands Innovate: The Principles of Cultural Strategy.* Oxford University Press, 2022 (if not available in time, replace with Holt, D., & Cameron, D. *Cultural strategy: Using innovative ideologies to build breakthrough brands.* Oxford University Press, 2010).

G.M.P. Swann, *The Economics of Innovation: An Introduction*. Edward Elgar Publishing, 2014. (Introduction, 1,2).

C. Greenhalgh - M. Rogers, *Innovation, Intellectual Property, and Economic Growth*. Princeton University Press, 2010. (Introduction, 1, 2)

WIPO, *Intellectual Property Handbook*, Second Edition, reprinted 2008. Geneve: WIPO, 2004, vol. Publication N.489, (Capitoli 2 & 3 & 4);

H. W. Chesbrough, *Open Innovation: The New Imperative for Creating and Profiting from*

*Technology*. Harvard Business Press, 2003, 270 pp., Capitoli da 1 a 8.

***TEACHING METHOD***

Frontal lectures – aimed to explain the key conceptual framework of the subject, and engage students in branding/innovation debates and activities. Meetings with experts and case studies.

In addition, in order to put into practice the concepts explained in class, attending students will have the possibility to carry out a group project work. In the first module, it will be based on branding activities commissioned – and assessed – by a real company. Finally, during the course, students will be asked to complete brief assignments and join dedicated forums.

***ASSESSMENT METHOD AND CRITERIA***

At the end of Module 1, attending students will have the possibility to take an interim test, consisting in open-ended questions of a theoretical-applicative nature covering the topics explained in class and the teaching material made available by the lecturer. Students who take and pass the interim test have the opportunity to take the final exam by answering only one question on the part of the programme covered in module 2, exclusively in the January and February 2024 exam sessions. The final exam can only be taken in one of the sessions of the first exam session, i.e. the option of the final exam can only be used once, even if the student decides to withdraw.

Students who do not pass the interim test or who wish to take it again, will have to answer two questions relating to the topics covered in module 1 and two questions relating to the topics covered in module 2, in one of the January and February 2024 exam sessions.

The group projects carried out during the two modules will also contribute to the assessment. Students must receive a positive assessment for both group projects and the individual examinations in order to receive their marks.

For students who do not participate in the lectures and don't carry out the group projects, the course includes a final individual written exam, consisting of four questions of a theoretical-applicative nature covering the different sources listed in the reading list material indicated for study.

***NOTES AND PREREQUISITES***

Students should have a basic knowledge of the key concepts of marketing.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.