# Brand Management

## Proff. Sebastiano Grandi-Ivan Demuro

**Mod. I – Branding Policies**

## Prof. Sebastiano Grandi

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

The course aims to deepen awareness of creation, development, management and defense of brand equity. In particular the aim is to provide students with theoretical and practical skills to plan and implement policies of building brands, underlining the contribution which brand can give to processes of competitive advantage research for companies playing in different industries. For this reason the course will focus on the different dimensions of brand awareness, brand image, brand identity, brand functions, brand associations and on the impact that brand power tend to have on channel relations between manufacturers and retailers. In this area a relevant part of the course will be dedicated to different forms of retail branding and to competitive dynamics within different type of brands.

***LEARNING OUTCOMES***

* To identify necessary skills to build a new brand.
* To measure brand equity for consumers.
* To focalize new market challenges to protect brand value.
* To classify different forms of vertical branding.
* To analyze development stages of store brands.
* To identify different business models in retail branding.
* To deepen awareness of competitive relations among brands.
* To identify the priority actions in brand management
* To present a brand strategy in front of a professional public

***COURSE CONTENT***

Within the course the following themes will be analyzed in depth:

* Brand functions.
* Brand awareness levels.
* Brand image dimensions
* Brand equity levers.
* Situations of brand sensibility / brand loyalty.
* Vertical branding forms.
* History of store brands.
* Aims of retail branding strategies.
* Private labels life cycle.
* Consumer attitudes towards store brands.
* Product line segmentation in retail branding.
* Pricing policies for store brands.
* Specificity of co-packing relations.
* Partnership and conflict areas in brand competition.

Within the course specific company case histories will be presented in order to integrate theoretical paradigm and management practice. During the course managers will do lessons and discussion in class.

***READING LIST***

Nick Kendall,*What is a 21th Century Brand?,*Kogan Page, London, 2015.

***TEACHING METHOD***

Traditional lectures will be integrated with a series of company testimonials which will be considered as part of the exam programme for students attending lectures.

Numerous company case histories will be discussed in the class and the strategic options that can be followed, their strengths and weaknesses and the management choices actually made by the companies will be assessed together.

Furthermore, students will be able to participate (at times additional to those foreseen in the official course calendar) in some Business Games organized in collaboration with important industrial and commercial companies. These projects must be carried out in a group, on topical managerial issues and with a final presentation in front of the top management of the companies.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories.

*Attending studends* are considered students prensent in classroom.

For *attending students* the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For *non-attending students* the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

***NOTES AND PREREQUISITES***

Students are expected to have a basic knowledge of marketing.

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.

In any case, you can contact the teacher via email for any need or for an appointment (recommended).

The reception of students is normally held at the teacher's office (or electronically via Teams / Skype), in the Faculty of Economics and Law.

**Mod. II Legal Iussues in Trademarrk and Competition**

Prof. Ivan Demuro

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

The aim of the course is to provide students with a thorough understanding of the most important legal operations in Marketing.

***LEARNING OUTCOMES***

They will leam about legal operations in marketing: privacy, trademark , distribution contracts, advertising, consumer law

***COURSE CONTENT***

* Privacy: acquisition and treatment of personal data.
* Trademark: trademark law and business and protection
* Competition: unfair competition and unfair comercial practices.
* Advertising: advertising formalities and consumer law.
* Contracats: some distribution contracts, marketing trademark.

***READING LIST***

The reading list will be made available later on the lecturer’s website (web page: [www.unicatt.it](http://www.unicatt.it)).

Students are advised to read a financial daily and/or the financial pages of one (or more) of the leading national newspapers.

During the course students will be handed articles published in legal journals concerning the topics studied at lectures. These articles

will not be part of the examination material.

***TEACHING METHOD***

Lectures.

***ASSESSMENT METHOD AND CRITERIA***

Oral examinations.

The exam aim is to value the knowledge, logical, analytics, and speaking skills. During the lessons, for attending students, exercises will be carried out, through the setting up of groups, which will be evaluated for the purpose of the exam.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at the Faculty notice board. The are no presequisites for the course program.