COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: Product and brand management
in Polish: Zarządzanie produktem i marką

2. Course code …
Number of ECTS credits: 5
Course completion method …
Course commenced / Year

3. Major: Management

4. Department of major coordinator: prof. dr hab. W. Dyduch

5. Name of course instructor: Lectures dr Olgierd Witczak Classes Lab
Examiner dr Olgierd Witczak

6. Tutor's department: Department of Business and Consumer Relationship Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes	15	
foreign language classes		
lab classes		
seminars		
e-learning		
0ther		
Total hours		
Examination (hours)	30	

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2019/2020

Course commencement / Semester winter

9. Level of tertiary education : Bachelor

10. Course status
☐ Compulsory for the major…
☐ Compulsory for the specialization …
X Elective …

11. Course prerequisites:
Compulsory:
Recommended: Marketing, Promotion, Communication

12. Course objectives:

One of the elements of competitive advantage on the market is to offer products and services with a recognizable brand and valued by customers. Well-known brand can stand out among companies in the same sector, industry. Reflects the importance of the brand in the modern economy is the existence of a number of organizations supporting activities aimed at building a recognizable and reliable trademark (brands). Hence, more and more companies take the trouble of creating a strong brand. The consequence of these developments is the increasing market demand for specialists equipped in the field of brand and product management knowledge.

The course is aimed to provide students with the knowledge and practical skills in brand and product management, creating portfolio of brands and products. The course theoretically and practically prepare for projecting brands, analyze competitive product groups and planning of marketing activities focused on creating and positioning the brand on the market.

13. Teaching and learning methods:

A. Direct student-instructor contact hours:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Academic Lecture	Multimedia and interactive MS PPT & Prezi presentations in the range of theoretical background	15	
2.	Case studies	Class group work and discussion	15	
Total			AS: 30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Reading	Textbook and handbook reading	60	
2.	Workshops	Individual and group projects covering product and brand issues	35	
Total			BS: 95	BN:

Total AS+BS = 125
Examination (E) = 0
Total AS+BS+E= 125

Total AN+BN =
Examination (E) =
Total AN+BN+E =

14. Key words: product, brand, management

15. Course content:

1) The morphology of the product and service –background of the marketing theory
2) Creating brand values - how to align with customer values
3) Managing brand identity and image
4) Customer segmentation approaches
5) The process and stages of building the brand for the product or service
6) Marketing communication in the process of brand and product management
7) New media in brand and product management - using blogs and other social media to build brands
8) Key considerations in brand pricing and distribution strategy
9) Management of a portfolio of brands and products - building a brand in different markets
10) Qualitative and quantitative brand research methodologies – to measure brand equity and the asset value of a brand
11) Brand and product relunching
12) Registration of branded products - the legal protection of the brand and product
13) Polish and international organizations in support of branded products
14) International aspects of brand management process
15) Trends in brand management

17. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
	Knowledge		
ZRZ1_W04#	Course provides a unique opportunity to acquire theoretical and practical knowledge in the field of brand & product management: read brand positioning maps, find the right balance between the needs of the marketplace and the capabilities of the company (R&D Departments) and ensuring the right kind of financial ratios, break even and a profit on the product.	Case study, workshop, MS PPT presentations	Electronic version of projects & homework
	Skills		
ZRZ1_U02#	- design market sensing brand and product strategies - extend a brand into new product or service categories - analyze and solve of problems being reported by the customers including any product or brand issues that have surfaced	Case study, workshop, MS PPT presentations	Electronic version of projects & homework
	Social skills		
ZRZ1_K05#	- follow up with the sales and marketing teams as well as the customer service team to track customer complaints to closure	MS PPT presentations	Electronic version of projects & homework

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Presentation	Individual and group MS PPT multimedia presentation	50%
2.	Workshop	Projects of products and brands on chosen market, branch	25%
3.	Case studies	Tasks concerning create values for brands, featuring products	25%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. de Chernatony L., McDonald M. H. B., Wallace E., Creating Powerful Brands, Routledge, Oxford 2011.
2. Avlonitis G. J., Papastathopoulou P., Product and services management, Sage, London 2006.

Suggested readings:

1. Baker M., Hart S., Product strategy and management, Prentice Hall, London 1999.
2. Elliott R., Brands and brand management: critical perspectives on business and management. Measuring and managing brand, Routledge, London/New York 2009.
3. Ellwood I., The Essential Brand Book: Over 100 Techniques to Increase Brand Value, Kogan Page Publishers, London 2002.
4. Heding T., Knudtzen Ch. F., Bjerre M., Brand management: research, theory and practice, Routledge, London ; New York 2009.
5. Keller K.L.: Strategic Brand Management. Wyd. Prentice Hall, London, 2013.
6. Temporal P., Advanced brand management: managing brands in a changing world, John Wiley & Sons, 2010.

19. Language of instruction: English

21. Course instructors' recommendations: