	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation		<i>Academic year</i>	2021/2022			
<i>Subject</i>	Product and Brand Management		ECTS	7			
<i>Type of course</i>	Compulsory						
<i>Year</i>	3º	<i>Semester</i>	1st	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	196	<i>Contact</i>	75
<i>Area Coordinator</i>	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES

Acquire skills to intervene in the idealization and conception of a product, know how to accompany the life cycle of the company brand/product by:

- Presenting and analysing the activities of the Product and Brand Manager;
- Consolidating previously acquired concepts on the Marketing Plan;
- Analysing and characterizing products;
- Knowing about what Product and Brand Managers need to know to define the brand for their products;
- Consolidating concepts of the Operational Marketing Plan;
- Applying the theoretical concepts of this curricular unit in practice.

2. PROGRAMME

1. Introduction: The roles and responsibilities of a Product and Brand Manager
 - 1.1.The contents of the function
 - 1.2.The heart of the Product Manager's activity
2. Product Managers and Marketing Strategy
 - 2.1.Review of concepts and introduction of new analysis techniques
- 3.The Products
 - 3.1.As different product categories
 - 3.2.Win preference for the product
 - 3.3.The product life cycle

3.4.Application of forecasting and analysis techniques

4. Brands

4.1.Concept and brand name

4.2.Brand types

4.3.Identity, notoriety, image and positioning of brands

4.4.Brand strategies

5.Product and Brand Management and Marketing-Mix Policies

6.Implementation of Product and Brand Management

6.1.The product and brand roadmap

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives (O) to reach and the competences (C) to acquire defined the syllabus topics as follows:

Ch. 1 O – Present and analyse the activities of the Brand and Product Manager

C – Know the functions and responsibilities of a Brand and Product Manager

Ch. 2 O – Consolidate previously acquired concepts on the marketing plan

C – Develop a marketing plan

Ch. 3 O – Analyse and characterize products

C – Conquer product preference

Ch. 4 O – Provide knowledge need for the Brand and Product Manager to define the brand for His/her product


C – Define brand strategies

Ch. 5 O – Consolidate concepts on the operational marketing plan

C – Define operational marketing plans

Ch. 6 O – Apply the theoretical concepts to practical work

C – Operationalizing the marketing plan

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4. MAIN BIBLIOGRAPHY

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- Kuazaqui, Edmir; Haddad, Hélder; & Marangoni, Matheus (2019). Gestão de Marketing 4.0 - Casos, Modelos e Ferramentas. Ed. Atlas, SP, Brasil.
- Marques, A. (2014) Marketing Relacional: como transformar a fidelização de clientes numa vantagem competitiva. 2a Edição, Edições Sílabo, Lisboa, Portugal.
- Netto, Alfredo (2013) Gestão de Produto e Marcas. Edições UNIASSELVI, Sta Catarina, Brasil.
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- Pimentel, M. (2007) REBRANDING—Como aproximar uma Marca do Consumidor. Booknomics, Lisboa, Portugal.
- Tavares, F. (2003) Gestão da Marca: Estratégia e Marketing. E-papers Serviços Editoriais Ida., Rio de Janeiro, Brasil.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Methodology: lecture, group work, debate, field work, observation of processes, problem-solving, individual research and case studies.

Students select their assessment from the following:

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Ongoing assessment – one written test (40%) with a minimum score of 8/20 + one practical written assignment englobing group work with 3 members on each team to prepare a Marketing Plan for a product/brand (60% including an oral presentation and defence of the assignment in class – note that student-workers are also required to attend class). Specific dates will be scheduled for obligatory tutorials related to the assignment.

Exam – one written test (100%), including students who did not reach a 10/20 in ongoing assessment.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, debate and case studies provide students with the knowledge necessary to intervene in the idealization and conception of the product and to know how to accompany the product/brand life cycle in the company.

Group work, individual research and fieldwork enable students to operationalize marketing strategies based on the elaboration of a plan.

Debate, observation of processes and problem solving in tutorial orientation best consolidate their knowledge.

7. ATTENDANCE

The students, including the student-workers, who opt for ongoing assessment has the **obligation** to participate in scheduled obligatory tutorials related to the assignment.