

Summer School Lisbon Syllabus

Subject:

BRAND MANAGEMENT AND MARKETING COMMUNICATIONS

Lecturers:

Professor João Faria Gomes

MA in Management, Universidade Católica Portuguesa

Position at ISCTE-IUL: Guest Professor

Specialization areas: Business Strategy, Brand Strategy, Brand Management, Brand Identity,

MarketingE-Mail:

Course Structure:

Course Title: BRAND MANAGEMENT AND MARKETING COMMUNICATIONS
Department: Marketing, Strategy and Operations
Target: Bachelor or Master students

Pre-requisites: None

Objectives:

This course aims to combine a perspective of brand management and marketing communications with a strong practical focus, reflected on an extensive scrutiny of contemporary cases, across a variety of sectors and geographies.

At the end of the course students should be able to:

- Understand brand fundamentals, brand management scope and identify characteristics of leading brands
- Understand and develop brand strategy elements, co-ordinated with business strategy
- Understand how to co-ordinate brand strategy with brand expression, marketing communications, applications development and implementation.

Programme:

- 1. Brand Fundamentals**
- 2. Brand Management – strategy:**
 - Stage 1 – Understanding
 - Stage 2 – Brand Idea
 - Stage 3 – Expression
- 3. Brand Management – operational:**
 - Stage 4 – Applications
 - Stage 5 – Implementation
 - Marketing Communication
- 4. Project**

Assessment:

- Final Group Project 50%
- Individual Project 30%
- Participation 20%

Reading:

- Slides from classes
- Papers and articles

References:

- Fill, Chris (2002) Marketing Communications – Contexts, Strategies and Applications. Essex, Prentice Hall.
- Olins, Wally (2008) Wally Olins: The Brand Handbook Thames & Hudson.
- Tannenbaum, S. and Lauterborn, R. (1994) The New Marketing Paradigm – Integrated Marketing Communications.