

Summer School Lisbon Syllabus

Subject:

BRAND CREATION AND MANAGEMENT

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 CREATION AND MANAGEMENT
Department: Marketing, Strategy and Operations
Target: Bachelor or Master students
Ects: 6

Pre-requisites: None
<p>Objectives:</p> <p>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.</p> <p>At the end of the course students should be able to:</p> <ul style="list-style-type: none"> • 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.
<p>Programme:</p> <ol style="list-style-type: none"> 1. Brand Fundamentals 2. Brand Management – strategy: <ul style="list-style-type: none"> Stage 1 – Understanding Stage 2 – Brand Idea Stage 3 – Expression 3. Brand Management – operational: <ul style="list-style-type: none"> Stage 4 – Applications Stage 5 – Implementation Marketing Communication 4. Project
<p>Assessment:</p> <ul style="list-style-type: none"> • 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.