



<b>Name</b>	BRANDING AND COMMUNICATION MANAGEMENT
<b>Component Modules</b>	
<b>Subject area</b>	SECS-P/08
<b>Academic year and semester</b>	2nd year, 2nd semester
<b>Language of instruction</b>	English
<b>ECTS</b>	6
<b>Number of hours of lecture</b>	36
<b>Teacher</b>	
<b>Expected learning outcomes</b>	<p>At the end of the course of study, the student will have acquired the knowledge related to the main branding theories and brand analysis models, the different ways of adapting branding strategies and solutions used by companies in different market contexts, the basics of strategic marketing and brand management behavior of companies in international markets and culturally distant markets.</p> <p>In particular, the student will have acquired knowledge regarding: brand management tools and activities, brand management problems, key aspects of a brand management decision and its implementation.</p> <p>At the end of the course, the student will be able to evaluate and formulate hypotheses to solve brand management problems, thus developing a critical approach to the evaluation of alternative hypotheses. Finally, the student will be able to independently make judgments about the strengths, weaknesses and opportunities of the brand.</p> <p>At the end of the course, the student will be able to effectively express the knowledge acquired and describe, with technical language, the aspects related to brand management.</p>
<b>Syllabus</b>	<ol style="list-style-type: none"><li>1- Introduction to the concept of brand management</li><li>2- The launch of a new brand</li><li>3- Brand equity</li><li>4- Brand Construction</li><li>5- Brand Identity and Positioning</li><li>6- Brand Architecture</li><li>7- Lifecycle brand management</li><li>8- Corporate branding and brand reputation</li><li>9- Distributor Brands</li><li>10- Packaging, product design and brand management</li><li>11- Country image and <i>country of origin effect</i></li><li>12- Global Brands &amp; International Brands</li></ol>
<b>Teaching and learning methods</b>	<p>Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS).</p> <p>In particular, the course follows a number of best practices and is supplemented with contributions from experienced professionals in the sector. The number of hours of lectures is 36 hours.</p> <p>Attending students will be able to concretely apply the knowledge acquired through the realization of a group work, related to a real case study assigned by the teacher. Each group can be made up of an average of 6-7 students.</p>
<b>Evaluation methods</b>	<p>The methods and criteria for assessing learning vary for attending and non-attending students.</p> <p>Attending students are those who have attended at least 70% of the lessons.</p> <p>Attending students</p>



	<p>Attending students can take the exam through a group work in which an average of 6-7 students participate, followed by a mandatory supplementary oral exam.</p> <p>The paper focuses on a marketing plan, for a maximum of 50 slides, related to a company assigned by the teacher. An intermediate presentation will be given, in line with the teaching calendar, approximately at the end of the first 18 hours of the course. The mid-term presentation will be made orally by the team members and will not be evaluated. It will only be used to check the progress of each group's work. The final paper, to be delivered at the end of the course, will be presented during the last lessons by each individual member of the group and will be assessed. Assessment will be based on the completeness and originality of the proposed solutions. In particular, the ability to learn and analyze the reference context, strategic choices, objectives and operational tools related to the composition of the marketing plan will be taken into account. The compulsory oral exam includes, in addition to an individual discussion of the group work in which the student participated, at least two other questions aimed at assessing the candidate's knowledge of the techniques and tools related to marketing. The candidate's communication skills, ability to learn and compare their opinions, appropriateness of language and ability to persuade will also be evaluated.</p> <p>Attending students who decide not to participate in the group work will be able to take the written exam on the entire program, in the same way as for non-attending students.</p> <p>Non-attending students</p> <p>There will be a learning test for the final assessment.</p> <p><i>Final exam</i></p> <p>Written exam on the entire syllabus.</p> <p>The written test lasts 90 minutes and consists of 7 multiple-choice questions and 6 open-ended questions. The multiple-choice questions are aimed at probing the candidate's perfect knowledge of terminologies and definitions related to the field of marketing.</p> <p>Open-ended questions are used to ascertain the candidate's ability to analyze and handle, within the different areas of marketing, the management of an entire process.</p>
<b>Assessment methods</b>	<p>The criteria for measuring learning and assigning the final grade vary for attending and non-attending students.</p> <p>Attending students</p> <p>For attending students, the final grade derives from the assessment of the group work expressed in thirtieths (with a maximum of 25/30) and from the compulsory oral test, which allows to increase the evaluation by adding a maximum of 6/30. The compulsory oral exam must be taken by the last exam session of the academic year of reference of the course. Therefore, during the oral exam, each student will be first of all asked to provide an individual discussion of the team work, in order to proceed with an individual assessment of each student with respect to the score obtained from the work. The candidate will be then invited to answer questions related to the learning of marketing techniques and tools. Students who do not complete the compulsory oral exam within the times mentioned above or students whose group work obtains a score lower than 18/30, must take the exam in the manner indicated below to non-attending students.</p> <p>Non-attending students</p> <p>The assessment of learning involves the assignment of a final grade expressed out of thirtieths obtained in the final exam. Honours are awarded to students who obtain a grade of at least 31 points.</p> <p><i>Final exam</i></p>



	The final grade is awarded on the basis of the following criteria: up to 7 points are awarded through 7 closed-ended questions; Up to 24 points are awarded through 6 open-ended questions.
<b>Prerequisites</b>	Knowledge necessary to follow the course profitably and which will be considered to be a prerequisite: management
<b>Teaching materials</b>	K. L. Keller, T. Aperia, M Georgson (2012) STRATEGIC BRAND MANGEMENT, Prentice Hall