

Name	Global Brand management
Component Modules	-
Scientific-disciplinary sector	ECON-07/A
Year of course and semester of provision	2nd year, 2nd semester
Teaching language	English
Didactic load in university formative credits	7
Number of hours of total assisted teaching activities divided between DD and ID	Delivered Didactic: 42 Interactive Didactic: 7
Lecturer	Course Coordinator: Marco Leonardi Lecturers: Annunziata Tarulli (1st module: Foundations of brand management and the creation of brand meaning) Marco Leonardi (2nd and 3rd module: Brand development and contemporary management challenges)
Specific learning outcomes	The course aims to provide students with the theoretical and analytical foundations required to understand the strategic role of brands in creating value for firms and consumers in global and culturally diverse markets. Students will acquire the tools needed to analyse the main components of a brand, understand the concept of Customer-Based Brand Equity, assess the role of branding in competitive positioning, and apply the main frameworks used to measure, manage, and develop brand value across different markets. Through the knowledge acquired during the course, students will be able to identify and analyse the key elements of brand identity, image, positioning, and Brand Equity. They will understand the main stages involved in building and managing successful brands and will be able to assess how branding strategies evolve across different competitive, cultural, and geographical contexts. Particular attention will be devoted to the balance between global brand consistency and local market adaptation. By the end of the course, students will be able to independently assess a brand using the Customer-Based Brand Equity framework, interpret its competitive positioning, and critically evaluate the effectiveness of the branding strategies adopted by firms operating in international markets. They will also be able to design marketing programmes aimed at creating, strengthening, and developing Brand Equity across different markets and consumer segments. Students will be able to communicate the knowledge acquired clearly and effectively, using appropriate technical terminology to describe brand creation, management, positioning, and evaluation, and to discuss the main branding strategies adopted in international and multicultural contexts.
Program	The course is structured into three modules. The first module focuses on the foundations of brand management and the creation of brand meaning: - Brands and Branding; - Understanding Brand Users; - Brand Equity; - Data, Insights, and Measurement. The second module addresses the development, growth, and management of brands over time: - Creating New Brands; - Brand Assets and Experiences; - Brand Consistency; - Managing Brand Growth; - Brand Relevance; - Communal Branding. The third module focuses on the main challenges of contemporary brand management: - Globalization and Branding; - Ethics and Branding.
Types of didactic activities and relative	The course combines lectures, interactive discussions, and practical exercises designed to encourage active student participation and progressively consolidate the knowledge and skills acquired. Business cases and

methods of carrying them out	case studies will be used throughout the course to connect theoretical frameworks with the real-world dynamics of firms, brands, consumers, and markets. In addition to in-person teaching activities, the course includes a further 7 hours of interactive distance learning focused on methodological insights and applied exercises related to the market research process. These activities will cover the definition of research objectives, questionnaire design, sampling techniques, data collection, and the interpretation of results, with particular attention to their application in brand management decisions. Where possible, the course will also include guest lectures and contributions from professionals and industry experts, providing students with practical insights into the tools, methodologies, and decision-making processes used in contemporary brand management across different market contexts.
Learning evaluation methods and criteria	The assessment methods and criteria differ for attending and non-attending students. Attending Students The assessment consists of two components: a mid-term examination and a final examination, both of which contribute to the final grade. • <u>Mid-term Examination</u> The mid-term examination is a written test covering the first and second modules of the course. The test must be completed within 60 minutes and consists of 11 multiple-choice questions and 2 open-ended questions. The multiple-choice questions are mainly designed to assess students' knowledge and understanding of the key concepts, terminology, and frameworks related to brands and branding, brand users, Brand Equity, data and insights, as well as the creation and development of brands. The open-ended questions assess students' ability to apply theoretical concepts to specific brand management situations, critically analyse branding decisions, and formulate reasoned evaluations concerning brand meaning, brand assets, brand experiences, brand consistency, and brand growth. • <u>Final Examination</u> The final examination is a written test covering the second and third modules of the course. The test must be completed within 60 minutes and consists of 11 multiple-choice questions and 2 open-ended questions. The multiple-choice questions assess students' knowledge and understanding of the main concepts related to brand growth, brand relevance, communal branding, globalisation, and ethical issues in brand management. The open-ended questions are designed to assess students' ability to critically analyse brand management decisions in different market and cultural contexts, evaluate alternative growth and development strategies, and discuss the challenges associated with managing brands globally and responsibly. Non-Attending Students Non-attending students are required to complete a single comprehensive examination covering the entire course programme. • <u>General Examination</u> The examination is a written test covering all three modules. The test must be completed within 90 minutes and consists of 16 multiple-choice questions and 3 open-ended questions. The multiple-choice questions assess students' knowledge and understanding of the main concepts, terminology, models, and frameworks covered in Global Brand Management. The open-ended questions assess students' ability to integrate and apply the knowledge acquired across the different areas of the course, critically analyse brand management decisions, evaluate brand development and growth strategies, and discuss branding issues in global, cultural, and ethical contexts.

Criteria for measuring learning and assigning the final grade	The criteria for assessing learning outcomes and determining the final grade differ for attending and non-attending students. Attending Students The final grade is expressed on a 30-point scale and is calculated as the arithmetic mean of the grades obtained in the two examinations. Honours (30 cum laude) are awarded to attending students who achieve a final score of at least 31 points. • <u>Mid-term Examination</u> The mid-term examination accounts for 50% of the final grade. Up to 11 points are awarded for the 11 multiple-choice questions, while up to 20 points are awarded for the 2 open-ended questions. • <u>Final Examination</u> The final examination accounts for 50% of the final grade. Up to 11 points are awarded for the 11 multiple-choice questions, while up to 20 points are awarded for the 2 open-ended questions. Additional exercises may be carried out during the course, allowing attending students to earn up to 2 bonus points. These points may be awarded to students who take the mid-term examination, complete the final examination by the first available examination session, and obtain an examination grade of at least 18/30. <u>Eligibility for the 2 bonus points is lost if the student fails either of the two examinations or does not take the final examination. In such cases, the student will be required to take the examination under the assessment conditions established for non-attending students.</u> Non-Attending Students The final grade is expressed on a 30-point scale and is based on the score obtained in the General Examination. Honours (30 cum laude) are awarded to students who achieve a score of 31 points. • <u>General Examination</u> The final grade is determined according to the following criteria: up to 16 points are awarded for the 16 multiple-choice questions, while up to 15 points are awarded for the 3 open-ended questions.
Prerequisites	The following knowledge is required in order to successfully follow the course and is assumed to have been previously acquired: basic principles of Marketing.
Didactic material used and recommended didactic material	<u>Learning Support Materials</u> Lecture notes and slides provided by the instructor. <u>Textbooks</u> Beverland, M., & Cankurtaran, P. (2024). <i>Brand management: Co-creating meaningful brands</i>. SAGE Publications Ltd.