Brand Management and Planning

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Course Description

Companies are becoming increasingly aware of the importance of brands. Companies need profitable growth rates and brands can play a relevant role in the development of companies, especially in those cases where a company needs to export and rely on internationalization processes in order to grow. By appropriately building and managing their brands, companies focus their resources on promoting the aspects of those brands that differentiate them from the competition and make them unique and valuable. This is essential to open new markets, to protect profitability margins, and to improve efficiency.

Brand management requires a multidisciplinary approach that focuses on 1) identity (to make the brand recognizable and able to convey its unique value proposition), 2) innovation (to refresh the brand and create a differentiated consumer experience), 3) marketing (since brands add value and are thus part of the reason why a specific product or service is bought), 4) communication (to multiply the brand’s efficacy in the market), and 5) social responsibility (since beyond the market lies society and society evaluates the brand’s actions and behaviour).

This course will provide students with a body of knowledge and methodologies to tackle each of the five facets of brand management discussed above, and will introduce students to the new challenges that brand management poses nowadays.

Objectives

- Understanding the importance of brands and the way in which they create value.
- Knowing, in detail, the process of defining a brand’s strategy.
- Understanding how to manage a brand so that its positioning remains consistent throughout all its Touchpoints.
- Realizing the importance of innovation, communication and corporate responsibility as drivers of brand strategy implementation.
- Knowing how to manage corporate brands and what criteria should be used to build and manage brand portfolios.

Methodology

The methodology to be used throughout the course emphasizes student participation and aims to facilitate students’ transition from classrooms to the professional world. It includes:

- In-class discussion of case studies and other exercises.
- Reactions on assigned readings and discussion about the different points of view presented in these readings.
- Presentation of key concepts and conceptual frameworks by the professor.
This methodology mix requires students to prepare each session in advance, with the goal of taking as much advantage as possible of each session, profiting from the business experience of the rest of the classmates, and generally taking advantage of the benefits of face-to-face education.

**Bio of Professor**

Marketing professor at Pompeu Fabra University and CEO of the strategic marketing agency **Collaborabrand.**