



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Product and brand management	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assoc. prof. Ramūnas Časas Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face, on-line	Spring semester	English

Requirements for students
Prerequisites: Marketing, Consumer behavior

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>The aim of the course is to enable the highly-qualified marketers, who are taking the Global Marketing Program, to analyze, summarize and use theoretical and practical information on global market valuation, product and brand management, brand value creation, maintenance and development, and to apply the knowledge in the field of brand management in the global marketing and business environment, to analyze the problems in this field working both in a group and individually.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to independently and responsibly generate the ideas and develop creative and innovative solutions to problems in the scope of product and brand management field.	Lectures (problem-based teaching), discussions during lectures and seminars, presentations prepared by students on the basis of practical assignments during seminars (group work), case studies during seminars (individual work), presentations of invited guests and their discussion	Open and close ended questions in tests, assessment of performance and presentation of practical assignments
Students will be able to evaluate the company's product range and know its management principles.		
Students will be able to select the pricing strategy and set product prices.		
Students will be able to analyze and apply the essential indicators of macro and micro environments.		
Students will be able to evaluate the company's strengths and weaknesses, opportunities corresponding to its activities, and potential threats.		
Students will be able to systemize functions of marketing communication tools and apply measures according to global marketing goals.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
<p>Product and brand concepts:</p> <ul style="list-style-type: none"> - product and brand concepts; - associative thinking theory, associations in consumer behavior, - product purchase / consumption situations, category entry points concept, “brand entry points concept” - relationship between product category, product and brand, - concepts of brand mental and physical availability, their relationship with consumer behavior, - market and brand, company and brand, the concept of a strong brand. 	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.1; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
<p>Brand Equity concept:</p> <ul style="list-style-type: none"> - brand equity as a multidimensional concept - brand awareness - perceived quality - brand loyalty - brand associations 	2		4					6	8	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.2; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt) Group assignment for the seminar. Select and present brands from the proposed list of real brands: brand, brand market, purchase / consumption situations, category entry points, brand target markets and benefits, brand present value indicators, etc.
<p>Brand identity, positioning and image:</p> <ul style="list-style-type: none"> - the concept of brand identity, - models of brand identity, practical application of brand identity, - brand positioning concept, practical application of brand positioning, - the concept of the brand image, the differences and commonalities between the brand image and the brand salience, - content of the brand image: emotions and brand, brand personality, practical evaluation of the brand image, 	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.3; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)

- the link between brand identity, positioning and image										
Brand experience. Brand content - Internal and External Brand Attributes: - the concept of brand experience, the concept of the 'customer journey', the practical application of the concept of 'customer journey', - the concept of brand attributes; - internal and external attributes of the brand - internal brand attributes of differences and similarities – points-of-parity and points-of-differences, - external attributes of the brand: brand elements and other attributes of the brand; - the importance of brand attributes in brand management, the practical use of brand attributes.	2		4					6	8	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt) Group assignment for the seminar. Introduce the brand identity, positioning, associations, "consumer journey", points-of-parity and points-of-differences of the selected brand, etc.
Brand content - Brand Elements: - the concept of brand elements; - brand elements as distinctive brand assets, use and development of brand elements as distinctive brand assets; - the characteristics of the brand elements, - brand name as the most important element of the brand, brand name as the source of brand associations, brand name selection and management - other elements of the brand - comparison of the elements of the brand specific of practical application.	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.4; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)
Secondary sources of brand associations: - theory of cognitive dissonance, concept of sources of brand secondary associations, - secondary sources of brand associations - company, - secondary sources of brand associations - country of origin - secondary sources of brand associations - other brands: cobranding strategy, ingredient brand strategy, brand licensing strategy - other secondary sources of brand associations - events, celebrities, third parties - "transfer" of secondary associations, practical use of sources of brand secondary associations	4		4					8	10	Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.8; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt) Group assignment for the seminar. Present and evaluate the elements of the selected brand. Identify (or propose) secondary sources of brand associations, linking them to brand identity, etc.
Brand extensions: product line extensions, brands portfolio: - brand and brand development concept, brand and brand development opportunities, - development of the product range in the existing market - the product line extension; - horizontal and vertical extension of the	4							4	6	Study and analysis of scientific literature, analyzes of case studies. (additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)

<p>product line, - evaluation of product line extension, practical use of product line extension opportunities, - development in the same market through the use of different brands - a portfolio of brands, - principles of brand portfolio formation - parent, “flanking”, “prestigious”, “fighting” brands</p>										
<p>Brand extensions to related and unrelated markets: - the concept of brand extension in other markets, extension into close/related and distant/unrelated markets, - concept of similarity / differences of related / unrelated markets, its practical application - variety of brand extension strategies: the same brand development, sub-branding, brand endorsement strategies - factors determining the success of brand extension</p>	4		4					8	10	<p>Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.13; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt) Group assignment for the seminar. Introduce the hierarchy and architecture of the chosen brand, present (or propose) strategies for the development of the chosen brand: product lines, brand portfolio extensions, extensions into related and unrelated markets, etc.</p>
<p>Brand extension using multiple brands. Relationships between brands. Brand hierarchy: - brand growth through the use of multiple brands - brand architecture and inter-brand relationships - key models of brand relationship structures - brand endorsement and sub-branding strategies - brand hierarchy and its strategic benefits</p>	2							2	4	<p>Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.12; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)</p>
<p>Brand reinforcement, revitalization and rebranding. International brand extension and development. Brand in the digital market: - brand reinforcement and revitalization strategies, - rebranding strategies, - international and global branding concepts, - advantages and disadvantages of an international/global brand, - brand development strategies in international markets, - specific of brand experience and 'consumer journey in the digital market, brands on social networks, brand</p>	2							2	4	<p>Study and analysis of scientific literature, analyzes of case studies. (Keller, K.L., Swaminathan, V.Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2020, chp.7.14. 15; additional literature from emokymai.vu.lt, case studies analysis from emokymai.vu.lt)</p>

communities, - specific of brand management in the digital environment											
Preparation for the exam									12	Study and analysis of scientific literature, analyzes of case studies, completed assignments analysis.	
Total	32		16					48	82		

Assessment strategy	Weight, %	Deadline	Assessment criteria
Practical assignments, completed in groups and presented during seminars	40%	During the semester, after completing each assignment	<p>Practical assignments related to the previous topics (see Self-study work: time and assignments /Assignments), carried out in groups of students. All assignments are presented to the audience during the lectures at least 1 week before they are due!</p> <p>The students who have completed the assignment are identified by the names of the students on the top pages of Assignments reports. If this condition is not fulfilled, i.e. the student's name is not included in the paper, the student is not assessed. Each Practical assignment is presented in the classroom/online (via MS Teams) and uploaded to emokymai.vu.lt by a predetermined time. The material used for the presentation, the slides are also uploaded to emokymai.vu.lt by a predetermined time.</p> <p>An assignment is considered completed if it is: presented to the audience, the presentation material is uploaded to emokymai.vu.lt, the paper/report is prepared, the paper/report is uploaded to emokymai.vu.lt by the set deadlines. (Only the material submitted by the participants to emokymai.vu.lt will be assessed. Ones submitted otherwise are not evaluated).</p> <p>Assessment criteria: each completed assignment will be assessed on a 10-point system (with precision 0.25). Each member of the group who participated in the preparation of practical assignment is assessed with the same score.</p> <p>The grade of the assessment consists of:</p> <ul style="list-style-type: none"> - Informativeness of the presentation and report, quality of the content of the presentation, use of the time limit for the presentation - 25% - the validity and relevance of the material prepared and presented to "real world" realities - 25% - the extent and validity of the use of subject knowledge (in the presentation and the report), the answers to the questions - 50% <p>The final grade for the practical exercises is determined by calculating the arithmetic mean of all the exercises assessments.</p>

Important:

1. Students form their own groups for the Practical assignments to be carried out. This must be done within the first two weeks of the semester. During this period, the lecturer must be informed by email (ramunas.casas@evaf.vu.lt) of the groups' compositions. There are no changes in the groups during the semester allowed. (If, for particularly important reasons, there is a need to do so, this must only be done with the permission of the lecturer. No permission – no changes)
2. The number of groups in the seminars is defined: no more than five completed assignments are presented per seminar, i.e. five groups of students per workshop.
The size of the groups can be determined in the following order. The total number of students is divided by five and the result is rounded. And the size of the groups formed may not be more than one student from the resulting and rounded number (e.g.: the official seminar timetable shows 22 students attending a seminar; dividing and rounding (22/5≈4 students) gives a possible realistic number of 3, 4 or 5 students in the groups).
The order of group sizes is subject to change at the discretion of the lecturer, after informing the students during the first class.
3. In the case some students not being able to form required groups during the first two weeks of the semester, the lecturer shall, after assessing the group sizes, assign these students to groups in such a way that the final size of the groups is no larger than the size determined according to the principles set out in the part "2".

<p>4. It is the student's responsibility to be assigned to a particular group. If problems arise at this stage, they are solved with the help of the lecturer.</p> <p>5. A student on the official list who is unable to participate in the group formation process (justifiable absences, illness, etc.) may be assigned to a specific group at a later stage with the prior agreement of the lecturer. However, if the group to which the student is assigned has already completed and submitted the assignment(s), the new member of the group will have to complete and submit the assignment(s) with similar content to emokymai.vu.lt personally. The content of the assignment(s), the time of completion and submission will be determined by the lecturer. The principles of assessment of such assignment(s) are the same as for the others (see the section "Practical assignments to be presented during the seminars" in this description). However, the assignment(s) do not need to be presented in the classroom.</p>			
<p>The final assignment, which is not presented during the seminars, but is delivered writing form. (Brief content: to present the strategy of the analyzed brand by combining the tasks performed during the seminars).</p>	<p>20%</p>	<p>During the session.</p>	<p>Practical assignment related to the whole course, summarizing assignments, completed during the seminars, and is performed in groups of students. (Students who complete the assignment are identified by the names of the executors on the top of the uploaded report). The assignment is not presented in the auditorium, but uploaded to emokymai.vu.lt. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: the final task is evaluated on a 10-point scale (with an accuracy of 0.25 points). Each member of the group who participated in the task is evaluated with an equal score. Content of the evaluation:</p> <ul style="list-style-type: none"> - informativeness of written work, quality of content - 25% - validity of the prepared material and connection with practical realities - 25% - scope and validity of the use of subject knowledge - 50%.
<p>Important:</p> <ol style="list-style-type: none"> 1. There are no requirements as to the scope of the written reports for completing any seminar assignments, however students have to remember that grades will be given for what is presented in the reports. 2. Written reports must be prepared in compliance with all the requirements set by EVAF for written papers. Failure to comply with these requirements (for example, not indicating the sources used in the assignment; in the case of plagiarism, etc.) will have a direct impact on the assessment of the reports. 			
<p>Final test</p>	<p>40%</p>	<p>During the session.</p>	<p>The test of 30-40 closed and open-ended questions, the score of which is 1 point for the correct answer, it is based on the principle of a "closed book".</p> <p>The final test score is formed by summing the percentages of correct answers of the test. The test grade is calculated:</p> <ul style="list-style-type: none"> > 90% - excellent, 10 > 80% but <= 90% very good, 9 > 70% but <= 80% good, 8 > 60% but <= 70% on average, 7 > 55% but <= 60% - satisfactory, 6 > 50% but <= 55% weakly, 5 <p>less than 50% unsatisfactory, minimum requirements not met. If grade is less 5, the exam must be retaken.</p>
<p>Important:</p> <ol style="list-style-type: none"> 1. The final grade is positive if the exam/test grade is ≥ 5 and all practical assignments have been completed with each of them graded ≥ 5. During the retake, the student must redo only those assignments that were graded < 5. 2. If the conditions listed in point "1" are met, the student may additionally receive a 15% increase to the final grade (i.e., 15% of the final grade value is added). This can be achieved in the following ways: <ol style="list-style-type: none"> a. By completing the tests related to each topic, which are uploaded to emokymai.vu.lt. Out of 10 tests, each containing 15 closed-type questions, at least 8 must be completed, and the average percentage of correct answers must be equal to or greater than 75%. For this, the student may receive an additional 7.5% increase to the final grade (i.e., 7.5% of the final grade value is added). b. By answering the questions related to each topic, uploaded to emokymai.vu.lt. Each topic includes two case analyses, each containing 5 related questions. The student must answer the question sets for 8 or more topics. The answers are evaluated as "Pass/Fail" ("10/0 points"). The number of "Pass" evaluations must be equal to or greater than 75%. For this, the student may receive an additional 7.5% increase to the final grade (i.e., 7.5% of the final grade value is added). 3. If, according to the conditions in points "a" and "b", the student is eligible to increase the final grade by "+15%", and the resulting grade exceeds 10, the final grade is recorded as 10. 			

The assessment strategy for an external exam	Weight, %	Deadline	Assessment criteria
Practical assignments, presented during seminars	40%	After assignments completion	With separate course topics related practical assignments performed individually. Each task is done in written format and uploaded to emokymai.vu.lt. (Only assignments submitted by the executors are evaluated here. Assignments submitted otherwise are not evaluated). Evaluation criteria: each completed assignment is evaluated on a 10-point scale (with an accuracy of 0.25 points). Content of the evaluation: - informativeness of written work, quality of content - 25% - validity of the prepared material and connection with practical realities - 25% - scope and validity of the use of subject knowledge, answers to the questions - 50%. The final evaluation of the practical tasks is determined by calculating the arithmetic mean of all.
The final assignment, delivered writing form. (Brief content: to present the strategy of the analyzed brand by combining the tasks performed during the seminars).	20%	After assignment completion	The practical assignment related to the whole course, summarizing it, are performed individually. The assignment is uploaded to emokymai.vu.lt (only the assignments submitted here are evaluated; otherwise the submitted assignments are not evaluated) . It will be evaluated with a 10-point system (with an accuracy of 0.25 points). Content of the evaluation: informativeness of written work, quality of content - 25% - validity of the prepared material and connection with practical realities - 25% - scope and validity of the use of subject knowledge - 50%.
Final test	40%	The date of external exam.	The test of 30-40 closed and open-ended questions, the score of which is 1 point for the correct answer, it is based on the principle of a “closed book”. The final test score is formed by summing the percentages of correct answers of the test. The test grade is calculated: > 90% - excellent, 10 > 80% but <= 90% very good, 9 > 70% but <= 80% good, 8 > 60% but <= 70% on average, 7 > 55% but <= 60% - satisfactory, 6 > 50% but <= 55% weakly, 5 less than 50% unsatisfactory, minimum requirements not met. If grade is less 5, the exam must be retaken.
<i>Important:</i> <i>The final grade is positive if the exam grade is ≥ 5 and all practical assignments have been completed and each has a grade ≥ 5. The student has to reatke all assignments or test, whose have recieved the grade < 5.</i>			

Very important!

During the course of studies, especially when completing practical assignments, students are allowed to use the possibilities offered by Artificial Intelligence (AI). This is encouraged, and part of the study material is adapted for such use. However, in accordance with the official VU and EVAF regulations

(https://www.old.vu.lt/site_files/Vertimai/EN_Translation_Dirbtinio_intelektu_naudojimo_Vilniaus_universitete_gair_és.pdf), students must declare the use of AI when completing all practical assignments and preparing their presentations.

The declaration must be included on the first page of the written work, and it must specify:

1. Which AI tools were used.
2. For what purposes they were used (e.g., “information search,” “data processing,” “text translation,” “text formatting,” “error correction,” etc. The more precise, the better.)
3. If AI was not used, this must also be explicitly stated.

If the submitted work does not include such a declaration, the work may not be evaluated. If the declaration is provided but is incorrect, the work may likewise not be evaluated.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Keller, K.L., Swaminathan, V.	2020	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5th ed	London: Pearson Education
Supplementary reading				
Lalaounis S.T.	2021	Strategic Brand Management and Development Creating and Marketing Successful Brands	1st ed	Routledge
Kapferer, J-N.,	2013	The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)	5th ed	Kogan Page
Aaker, D., Joachimsthaler,	2010	Brand Leadership		Pocket Book
Riezebos, R. et al.	2003	Brand Management: A Theoretical and Practical Approach.		London: Pearson Education
Additional literature from various sources	-	-	-	Uploaded into emokymai.vu.lt
Case studies, prepared by lecturer	-	-	-	Uploaded into emokymai.vu.lt
Review questions related to case analyses	-	-	-	Uploaded into emokymai.vu.lt
Glossaries of key course terms	-	-	-	Uploaded into emokymai.vu.lt
Assessment tests	-	-	-	Uploaded into emokymai.vu.lt