

ACADEMIC GUIDE 2019-2020

UNIVERSIDAD PONTIFICIA DE SALAMANCA



Brand Strategic Planning

Degree in MARKETING AND COMMUNICATION-4th year

Assignment Mode: Classroom lessons

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Brand Strategic Planning

General Information

Programme: Marketing

Type: Obligatory

Nº of credits: 6 ECTS

Temporary Unit: 4th course– 1st semester

Calendar: From September 16th to December, 19th, 2019.

Timetable: Monday, from 10:00 to 12:00 h. and Wednesday, from 10:00 to 12:00 h.

Language of subject: English

Professor: Elena Fernández Blanco

E-mail: efernandezbl@upsa.es

Tutoring schedule: Monday, 9:00-10:00 am., 14:00-15:00 pm Wednesday 13:30-14:00 pm and Thursday, 9:00-10:00 am.

Professor: Sonia Viñuela Hernández

E-mail: svinuelahe@upsa.es

Tutoring schedule: Monday, 12:00-14:00 pm and Wednesday, 12:00-14:00 pm.

Description of the assignment

Investigation and communication strategic planning of the Brand enable the student to evaluate, analyze and synthesize the personality and the meaning of a Brand, through a strategic integrated thought.

The subject is focused on the knowledge, analysis and application of the branding processes in the context of the current organizations. This means the diagnostic study, planning and management of the Brand in relation with the companies' goals. It includes the bases of Brand creation as well as the communication techniques and processes necessary to turn a brand in a solid brand.

Previous Requirements

They are no established prerequisites, however students are required to know about "Product and Brand policies" (2nd course).

Objectives

At the end of the course students must be able to:

- Acquire the essential knowledge of the theory and strategic thoughts, understood as a method of management decisions in Brand management.
- Understand the meaning of the brand as a part of business growth strategy.
- Identify the most important Brand strategies both organizations and institutions.
- Improve the knowledge of the management and administration processes of a Brand.
- Develop the skills and abilities to analyze different situations that allow the student to plan strategies of communication, finding an ideal solution to a communicative problem.
- Research and plan the Brand communications strategically, to define the position of the product in the mind of consumers and their different levels of subordination.
- Acquire the Knowledge of the new rules of branding and its trends.
- Understand of the methodologies and specific patterns for the analysis of the Brand value.

Skills and competences

<p>Transversal key competences</p>	<p>CT1. Ability to present the work in an original, innovative and creative way, imagining new situations and problems to develop new ideas and solutions using the concepts and theories learned and managing all available information.</p> <p>CT2. Capacity for decision-making: ability to identify, analyze and define the significant elements that make it possible to take decisions with criteria and in an effective way.</p> <p>CT3. Ability to take the risk, developing the capacity from thinking to deciding.</p> <p>CT4. Ability to relate people and environment without losing their autonomy, preserving their own identity and values.</p> <p>CT5. Ability to work as a team, developing the personal openness through oral and written communication.</p> <p>CT6. Ability to manage time, with capacity to organize and timing the tasks.</p> <p>CT7. Capacity to act with freedom and responsibility, assuming consistent ethical references, values and principles.</p> <p>CT9. Ability to develop creativity, innovation and entrepreneurship.</p> <p>CT11. Ability to work in national and global contexts.</p>
<p>Specific competences</p>	<p>CE2. Know the socioeconomic, technological, cultural and institutional environment, both nationally and internationally within the framework of the globalization of markets for business decision making.</p> <p>CE10. Ability to develop knowledge and skills in strategic marketing direction and its specific techniques (positioning, segmentation, analysis, measurement of effectiveness)</p> <p>CE13. Know and apply the basic marketing tools and ability to plan commercial strategies, making marketing decisions related to each of the commercial variables.</p> <p>CE16. Ability to understand the importance of integrated marketing communication, to know and apply knowledge theoretical, skills and communication tools to establish a comprehensive communication strategy of the company or organization.</p> <p>CE28. To have leadership capacity in the strategic decision-making process in general, and especially related ones With marketing and communication.</p> <p>CE32. Be able to communicate in English in the fields of marketing and commercial communication.</p> <p>CE35. Ability to plan and execute marketing strategies in digital environments, new media and spaces of interaction between brands and consumers, as well as the performance and effectiveness of such actions.</p>

Contents

THEORETICAL CONCEPTS

1. **The importance of planning and strategic thinking in Brand management.**

Brief strategic theory: from military to management.

The influence of strategic planning on Brand management

The importance of strategic thinking for Brand management

2. **Brand management: processes.**

Brand equity based on client.

Sources of Brand equity. Building a strong brand: building blocks of brand. Creation of brand value. Definition of brand elements (identity and Brand image).

3. **Positioning.**

Identification and establishment of brand positioning. Segmentation and positioning.

Competitive analysis. Define and establish brand associations. Audit of the brand.

4. **Brand communication strategies: research, planning and evaluation.**

Dimensions of brand strategy: functional, social and emotional.

Main communication strategic platforms.

Development of integrated brand communications programmes.

Communication in the moments of truth. Relational branding.

5. **Consumer/user research, strategic key.**

Detection of insights

Motivational and Attitudinal Research

Life styles and trends.

6. **Brand appraisal and metrics.**

The value chain of the brand. Design of follow-up studies. Follow-up studies and market valuation models (financial methods, comparison methods, holistic methods and valuation methods) and from the consumer (BrandDynamics of Milward Brown, Equity Engine of Research International, BrandAsset Valuator of Young & Rubicam, etc.).

7. **Other aspects of brand management and trends.**

Global brands. Experiential and emotional branding. Brand community. Storytelling and brands. Branded content. Branded entertainment. Territorial branding.

PRACTICAL CONTENTS

1. **Brand y Branding.** Reading and analysis in classroom.
2. **The strategic consistency of brand in its different levels of subordination.** Case analysis on the need for coherence between the different strategic levels of a company / brand.
3. **The importance of emotional branding:** reading.
4. **Brand equity.**
5. **Brand communication strategies.** Analysis and exposition of cases studies.
6. **Brand positioning.** Case study
7. **Planning workshop: learning to contextualize.** Creative workshop of resolution of communication problems.
8. **Final Project: Brand strategic planning:** approach, development and follow-up of the group strategic planning work of the brand. It consists of several non-consecutive sessions dedicated to the group work approach: presentation of briefing, presentation and explanation of the different phases of work, group tutoring to guide the development of the same and final exhibition.

Methodology

METHODOLOGY	HOURS	HOURS OF WORK CLASSROOM	HOURS OF WORK OUT OF CLASS
Theoretical sessions	24	(40%)	
Practical sessions	26		
Theoretical/practical exam	2		
Reading exam	2		
Final Project Presentation	2,5		
Group or individual tutoring	2,5		
Homework and research	20		(60%)
Final Project "Brand Strategic Planning"	46		
Self study hours	25		
TOTAL		59	91

Explanation

The development of the subject will be based on theoretical classes accompanied by presentations and case analysis depending on the organization of the contents of the program.

The practical classes focus on procedures and skills associated with the design and development of communicative strategies. In this way, the practical classes will combine case analysis of brand strategies, reading and debate on core concepts in the strategic field and design works of ad hoc strategies for different communication problems.

Students in groups of 3-4 students should carry out the final project "Brand Strategic Planning", which is a strategic planning work for a brand. The work guidelines are provided in class, but the group must do much of the case outside the classroom because it involves desk research, consumer research, insight detection, development and strategic proposal phases.

Evaluation criteria

ORDINARY CALL

The qualification of the subject will result from the joint evaluation of the individual and group practices carried out by the student throughout the course (50%) and of the evaluation of the theoretical contents of the subject (30%).

Participation in the classroom, case analysis and voluntary exercises that allow the student to obtain the remaining 20% of the final grade.

- Theoretical examination of the contents of the subject: 30%
- Participation in the classroom (including exercise of compulsory readings): 20%
- Individual practices (including final project): 50%

EXTRAORDINARY CALL

The student must pass that part of the subject that has suspended. If it is a theory, it must carry out an examination of the theoretical contents and if it is practical, it must deliver on the date of the extraordinary call a work equivalent to the contents worked in the classroom (strategic planning of the mark).

In successive calls, the student must overcome the entire subject.

Materials Required, References and Tutoring

REFERENCES

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MOODLE

In Moodle the student finds the basic materials of the subject.

Also in moodle will hang the concrete statement of each task that the student must perform. The student will upload their exercises to the platform and thereafter find the corresponding correction.

Professor Resumee

ELENA FERNÁNDEZ BLANCO

Degree in Advertising and Public Relations and PhD in Advertising (UCM). Accredited by ACSUCYL as a professor of Private University. Sexenio granted (2015). Lecturer in the Faculty of Communication, teaching subjects related to research and planning of advertising media, strategic planning and brand planning in the Advertising and Marketing degrees and in different university masters. He has participated in 12 research projects funded in the last 10 years. Coordinator of the Research Group Creativity and entrepreneurship (Universidad Pontificia) and member of the UIC of Brand Management and Communication Processes of the Universidad Complutense de Madrid, (nº 962041).

SONIA VIÑUELA HERNÁNDEZ

Sonia Viñuela Hernández is PhD from the UPSA. She is currently assistant professor in its Faculty of Communication, where she has taught different subjects. She has participated in several research projects about the advertising and public relations industry and the management of the communication and the brands. Her professional experience has been closely related to the communication field in areas such as the relations with the media.