

Course unit title:	Product and Brand Management										
Course unit code:	MKT 323										
Type of course unit:	Optional										
Level of course unit:	Bachelor (1st Cycle)										
Year of study:	3										
Semester when the unit is delivered:	1 or 2										
Number of ECTS credits allocated :	6										
Name of lecturer(s):	Ms. Maria Constantinou										
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Explain the concept of branding. • Appraise the importance of time and other variables upon the acceptance and rejection of products. • Evaluate the potential of new product ideas. • Apply the principles and practice of product portfolio management to plan and control both the organisation's current range and deletions from the range. • Express the role of the other marketing mix variables to the management of the organisation's product portfolios. • Assess the importance of effective external communication with customers, supportive services and suppliers. • Demonstrate the importance of effective product/brand management. • Assess the control mechanisms necessary to coordinate new product development both inside the organisation and between the organisation and cooperating partners. • Evaluate the importance of managing brands over a time frame. • Evaluate the importance of managing brands in the global market. 										
Mode of delivery:	Face-to-face										
Prerequisites:	None										
Recommended optional program components:	None										
Course contents:	This course aims to provide students with the necessary knowledge and skills to apply and expand on marketing principles and techniques comprising the product and brand management.										
Recommended and/or required reading:	<p>Textbook</p> <p>Keller, L. (2007). <u>Strategic Brand Management: building, measuring, and managing brand equity</u>. 3rd ed. Prentice Hall.</p> <p>Recommended reading(s):</p> <p>Crawford, M. and Benedetto, D. (2003). <u>New Products Management</u>. 7th ed. Irwin McGraw Hill.</p>										
Planned learning activities and teaching methods:	Through lectures, case study analysis and class discussion students are expected to enhance both the theoretical, as well as the applied knowledge on the various product and brand management issues.										
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Oral Presentation</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
Oral Presentation	4%										
Class Participation	5%										
Assignment	6%										
Midterm Examination	15%										
Final Examination	70%										
Language of instruction:	English										
Work placement(s):	No										