

Attachment No. 4

to Decree No. 10 of the Rector of the Warsaw School of Economics
dated March 11, 2024

“Product and Brand Management” course program

Course organiser: Centre for Open Education

Organisational unit responsible for content: Centre for Open Education

PRK level: 6

Course objectives:

The main objectives of the course are present the patterns, rules and objectives of product and brand management within a contemporary company. It is to deliver knowledge on the role the products and concepts of a product, product strategies, brands, brand managers, brand strategies play in the corporate strategy, its' implementation, corporate marketing and in building competitive advantages. It is also on the challenges and activities product and brand manager face.

Outline:

The course reflects contemporary approach to sales and marketing, products, product management, brands, brand management. It presents consumer behaviour, selling channels, communications principles, product and brand related sales and marketing models. It explores many of the issues the product and brand manager is facing. During the classes students will evaluate products, brands, discover relationships with consumers, and learn how to create product and brand equity and use selected tools required to manage equity over time. The seminar will provide an overview of contemporary product and brand management challenges, launching and relaunching products and brands, brand building and managing and present the role of a product and brand managers.

The environment, customers and markets became extremely flexible and demanding. Brand management, as a valuable asset of a company and a source of competitive advantages remains under the influence of all the changing market powers. That makes the product and brand management even more challenging as it used to be ever before.

The course presents the challenges of commercializing goods and services, globalization, selling channels, multichanneling, omnichannel, new communication methods, digital presence, product and brand strategies and innovations in its creation. The course delivers complex issues product and brand managers and possibly executives are to face.

The course includes lectures, presentations, discussions and case studies.

Learning outcomes for the course:

Knowledge – the graduate knows and understands:

No.	Description	PRK code
W1	At an advanced level – selected facts, objects and phenomena, as well as methods and theories related to product and brand management and explains the complex relationships between them	P6S_WG
W2	General knowledge of marketing, sales, product and brand management	P6S_WG
W3	Fundamental economic and other determinants of the functioning of the product and brand on the market	P6S_WK

Skills – the graduate is capable of:

No.	Description	PRK code
U1	Using knowledge to solve complex problems in product and brand management	P6S_UW
U2	Selecting and using sources of information and making evaluations	P6S_UW
U3	Communicating with the environment using specialist terminology	P6S_UK

Social competences – the graduate is prepared to:

No.	Description	PRK code
K1	Critically approach and evaluate own knowledge and the received contents	P6S_KK
K2	Responsibly perform the role of product and brand manager	P6S_KR

Course program:

No.	Name of the subject/ theme block	Number of hours
1.	The concepts of products and brands.	4
2.	Contemporary product and brand management challenges. Digital presence.	4
3.	Product and brand on the market. Determinants influencing products and brands behaviors. Market analysis.	4
4.	Customers and contemporary challenges. Research, segmentations, behaviors and analysis. Digital customer experience.	4
5.	Product and brand strategies. Aligning with corporate strategy and objectives. Sustainability and CSR in product and brand management.	4
6.	Communication, communication channels, communication mix. Product and brand message.	4
7	Selling channels, ways to reach a customer, selling channels challenges.	4
8	Product and brand pricing, equity and performance.	4

Total number of hours: 32

Total ECTS credits: 3

Verifying learning outcomes for the course:

1. Teamwork, project (50%)
2. Traditional test exam (50%)

Documenting learning outcomes for the course:

1. Projects submitted, PowerPoint or other presentations
2. Tests
3. Homeworks – assignments

Literature:

- 1) Chernev Alexander, 2019, Managing Brands, [in:] Strategic Marketing Management, vol.11, Cerebellum Press

- 2) Chernev Alexander, 2019, Managing Products, [in:] Strategic Marketing Management, vol.9, Cerebellum Press
- 3) Chernev Alexander, 2019, Identifying Target Customers, [in:] Strategic Marketing Management, vol.6, Cerebellum Press

Matrix of learning outcomes for subjects/ theme blocks covered by the course

program:

Knowledge – the graduate knows and understands:

Learning outcomes	The concept of products and brands.	Contemporary product and brand management challenges. Digital presence .	Product and brand on the market. Determinants influencing products and brands behaviors. Market analysis.	Customers and challenges of nowadays. Research, segmentations, behaviors and analysis. Digital customer experience.	Product and brand strategies. Aligning with corporate strategy and objectives. Sustainability and CSR in product and brand management.	Communication, communication channels , communication mix. Product and brand message .	Selling channels , ways to reach a customer , selling channels challenges.	Product and brand pricing, equity and performance.
W1	X				X			X
W2		X		X	X	X	X	X
W3			X	X		X	X	X

Skills – the graduate is capable of:

Learning outcomes	The concept of products and brands.	Contemporary product and brand management challenges. Digital presence .	Product and brand on the market. Determinants influencing products and brands behaviors. Market analysis.	Customers and challenges of nowadays. Research, segmentations, behaviors and analysis. Digital customer experience.	Product and brand strategies. Aligning with corporate strategy and objectives. Sustainability and CSR in product and brand management.	Communication, communication channels , communication mix. Product and brand message .	Selling channels , ways to reach a customer , selling channels challenges.	Product and brand pricing, equity and performance.
U1	X				X			
U2		X	X	X			X	
U3			X	X		X	X	X

Social competences – the graduate is prepared to:

Learning outcomes	The concept of products and brands.	Contemporary product and brand management challenges. Digital presence .	Product and brand on the market. Determinants influencing products and brands behaviors. Market analysis.	Customers and challenges of nowadays. Research, segmentations, behaviors and analysis. Digital customer experience.	Product and brand strategies. Aligning with corporate strategy and objectives. Sustainability and CSR in product and brand management.	Communication, communication channels , communication mix. Product and brand message .	Selling channels , ways to reach a customer , selling channels challenges.	Product and brand pricing, equity and performance.
K1	X		X	X		X	X	X
K2		X	X	X	X			X