

Instructor's name	Di Vittorio Arianna
BA	Marketing and Business Communication
Academic year	2015-16
Term	II half
Credit (CFU)	8 cfu
Subject area	SECS/P-08

Programme of **BRAND MANAGEMENT (a.y. 2015/2016)**
(Prof. Di Vittorio Arianna)

University of Studies of Bari Aldo Moro
BA **Marketing and Business Communication**

Prerequisites

Knowledge of the general aspects of business management (prerequisites: *Ragioneria Generale*)

Objectives of the course

The course aims to understand the importance for many companies in terms of brand, which is a point of reference of the relationship with consumers. It represents the time of attraction and the conjunction between what each are able to offer, and others perceive and desire. Understand the policies of brand-name enterprises (brand management) and the mode of use of the brand by the market (brand usage) is therefore a major issue for everyone involved in marketing and strategy. If it is true that the brand brings certain advantages, for example in terms of relationships with consumers, it is equally certain that requires careful management.

Programme

The brand from the perspective of business and markets

- Role of the brand between supply and demand: to the brand relationship
- Types of brand
- Features and benefits of the brand

Brand extension

- Balancing the benefits and risks; decision making

Branding and promotion outside business

- New types of exchange; brand heritage; Government of the brand; accumulation process for the construction of the brand-value "embedded" and "non-embedded"

Brand: relationships, symbols, meanings, processes of market alignment

- Interactions between the various stakeholders; Brand as the territory of the report; Analysis archetypal; Positioning and brand personality; Target customers

Brand building

Planning "client-driven", "empowerment" and brand; "Brand mission" and "role"; "Brand Identity; Brand architecture; Iceberg brand

Brand equity

- The components of brand equity

From the brand branding total systemic-relational

- New branding total systemic relational; "Total branding augmentation model"; the planning; Involvement and customer focus

- Brand or not brand.

Recommended text

- FIOCCA R.-MARINO A.-TESTORI M., *Brand Management. Valori e relazioni nella gestione della marca*, Etas, 2014.
- GABRIELLI V., *Il brand. Quando la marca è più di un prodotto*, Il Mulino, 2012.

Method of assessing knowledge

- Exemptions: No
- Written test: No
- Oral test: Yes

Assistance in the study

- Course in e-learning from the web site of the Department: No

Organization of teaching

- Internal cycles of lesson: No
- Supplementary courses: No
- Exercises: Yes
- Seminars: Yes
- Laboratory activities: No
- Project work: Yes
- Study visits: No