UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Product and Brand Management

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Product and Brand Management (V1026)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Facilitate the study and understanding of the role played by products and brands by providing the assimilation of concepts and the acquisition of practical skills considered relevant to the creation, development and successful launch of products in the market, as well as to ensure a successful management of the respective brands.

15. Specific Objectives

- Understand the main tools of product management and brand management and evaluation.
- Equip students with the understanding of the product, its development and management process as well as the role and importance of brands in today's consumer society.
- Identify the main strategic options for the management of the product line and the brand.

16. Skills to be acquired

Capabilities of:
- Designing and implementing product policies;
- Effectively managing a portfolio throughout the life cycle;
- Ensuring the strategic positioning of the product;
- Increasing the identification of customers with brands;
- Implementing brand strategies.

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17. Teaching Methodology

Exposition of the theoretical contents defined in the UC program.
Analysis and discussion of scientific articles.
Discussion of practical cases (real and fictional).

18. Course Unit Program

1. Product management
1.1. General concepts
- Intrinsic characteristics of the product; - The quality of the product; - The product-advantage.
1.2. The design policy and packaging policy
- The product design policy; - The packaging of the product.
1.3. The services associated with the product
- The different types of services;
- Policy of services associated with the products.
1.4. Digital products
1.5. The policy of Gama
1.6. Product life cycle
2. Brand management
2.1. Strategic brand management
- The nature and functions of the brand; - The image of the brand and its identity;
- Brand policies.
2.2. Developing a brand strategy
- Brand value;
- Brand positioning;
- Resonance of the brand;
- Brand value chain.
2.3. Design and implementation of brand marketing programs
- Choice of brand elements;
- Design of brand marketing programs;
- Brand in the digital age;
- Secondary brand associations.
2.4. Evaluation of brand performance
- Brand management and evaluation system;
- Evaluation of the sources of value creation for the brand;
- Evaluation of the results of the brand.
2.5 Sustainable brand growth
- Brand architecture;
- Product designations and brand extensions;
- Brand management in time;
- Brand management in space.

19. Assessment Methods

Continuous assessment includes: (i) two written tests; (ii) the elaboration of a practical work (in group).

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20. Didactic Resources

Bibliography
Scientific articles
Case Studies

21. Sustainability Objectives

SDG 4, SDG 8, SDG 12: Sustainable Development Goals (SDGs) 4, 8 and 12 refer to Quality Education (SDG 4), which aims to ensure inclusive and quality education for all, Decent Work and Economic Growth (SDG 8), which seeks to promote decent work and inclusive and sustainable economic growth, and Sustainable Consumption and Production (SDG 12), which promotes sustainable production and consumption patterns.

22. Keywords

Product Management
Brand Management
Marketing Plan

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23. Main Bibliography

Author(s): Keller, K. and Swaminathan, V
Title: Strategic Brand Management: Building, Measuring, and Managing Brand Equity
Edition: 5 Year: 2020
Local: Londres
Publisher: Pearson
ISBN Code:

Author(s): Kotler, P. and Armstrong, G.
Title: Principles of Marketing
Edition: 18 Year: 2021
Local: Londres
Publisher: Pearson
ISBN Code:

Author(s): Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P., Rodrigues, J.V
Title: Mercator. O marketing na era digital
Edition: 18 Year: 2021
Local: Alfragide
Publisher: D. Quixote
ISBN Code:

24. Complementary Bibliography

Author(s): Pedro Dionísio, João Guerreiro, Hugo Faria, Vicente Rodrigues, Rogério Canhoto
Title: AI_Novator Marketing na era da Inteligência Artificial e da Sustentabilidade ? Gen AI e ESG
Edition: Year: 2024
Local:
Publisher: Bertrand Editora
ISBN Code: 9789722548250

Author(s):
Title:
Edition: Year:
Local:
Publisher:

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ISBN Code:

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