

Course PM. Brand Portfolio Management me 2088.Autumn semester 2024.

Brand Portfolio Management

Brand Portfolio Management revolves around managing brand portfolios; building, leveraging, structuring consolidating brands in a brand portfolio. Brands like BMW, Inditex (Zara Massimo Dutti) Fast retailing (Uniqlo), LÓreal Group (Lancomé) and Procter and Gamble have very different Portfolios, however they all have brand portfolio management processes.

Skills and Outcome of the course

After the Course, you will be able to analyze brand portfolios, on several levels and develop solid brand architecture. You will also be able to strategize around issues at the intersection of Brand Portfolio Management, Business Portfolio Management, and Investment Portfolio Management.

Course Literature

Book

Aaker, D.A Brand Portfolio Management, (2004) The Free Press, New York

Åsberg, P and Ugglå H (2024) "Introducing Multi Dimensional Brand Architecture, Taking Structure, Market Orientation and Stakeholder Alignment Into Account; *Journal Of Brand Management*, Vol 26, No 5 pp.483-496.

Individual Assignment Literature

Lectures

Theoretical lectures on Brand Portfolio Management will be blended with practical guest lectures and discussions.

The Examination

Examination is based on two parts;

Open Book Exam (**A to F** Grading)

Open book examination on David Aakers Brand Portfolio Management Book, four essay questions, one descriptive question and three more conceptual and analytical questions; the written exam will start the same time as given in the schedule. (4 questions)

Article in The Journal Of Brand Management by Åsberg and Uggla, 1 question.

Brand Portfolio Management Report (A/NA)

A written 12 pages report including abstract references pictures and a conceptual analysis, The report should be structured as given below and sent as a pdf file to Henrik.uggla@kth.index.se by the 28thst February 2022 latest at 8.pm.

Examination Form and Format (Paper)

The course is examined through a 14 page written report on a clearly delimited conceptual topic in one of the key areas of Brand Portfolio Management; Brand Structure, Brand Leveraging, Brand Portfolio Objectives, Brand Portfolio Roles or Product Market Context Roles or a specific subthemes of the aboves. (e.g Ingredient Branding or Sub-Branding) The report should have an empirical and theoretical delimitation, objective, case body theoretical overview analysis, discussion and references.

Suggested Paper Structure with Fictional Example

Objective (My objective is to study sub-branding as part of Brand Portfolio Management)

Empirical Delimitation (LEGO Toys with a specific focus on LEGO Scala and LEGO Technics)

Theoretical Delimitation: Brand Architecture and Brand Relationship Spectrum)

Analysis

(Analysis of visual sub-branding from www.Lego.com)

Discussion (Discussion of LEGO sub branding and how it affects their Corporate Brands and modify it towards different segments).

References (At least five scientific articles blended with popular articles).

Name Write your name and email address on the report.

Individual Feedback

Individual didactic and pedagogic feedback on the theory analysis structure and creativity of the report and grade will be given in 2 weeks from deadline of the report.