

# **Course PM. Brand Portfolio Management me 2088. Spring semester 2025.**

## **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), L'Oréal Group (Lancôme) 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

Uggla H, eds (2006) Creating Brand Alliances, PhD Brand Management Publishing, Sweden.

## **Lectures**

Theoretical lectures on Brand Portfolio Management will be blended with practical guest lectures from real brand strategists and Strategic Brand Managers; blended and iterated with more conceptual and theoretical lectures.

## **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, (three questions) and the Creating Brand Alliances (2 questions) five essay questions, one descriptive question and four more conceptual and analytical questions; the written exam will start the same time as given in the schedule- time will be five hours; between 8-13.00 by the 12<sup>th</sup> of march 2024; two weeks after the the end of the course. All students are allowed to use the books at the exam.

## **Brand Portfolio Management Report (A/NA)**

A written 14 pages report including abstract references pictures and a conceptual analysis, The report should be structured as given below handed in to Henrik through email as a pdf.file Monday 26<sup>th</sup> of February 2022 latest at 8am.

## **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 of examination report.**

**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](http://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.