

Course PM. Brand Portfolio Management me 2088. Spring semester 2026.

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

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, 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-The date for the home exam will be 15th of march-The writing time will be four hours, between 8-12 am.

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 28th 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 above. (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.

Written report should be sent as a pdf-file Tuesday February 24th at 9 a.m .

