



ME2088 Brand Portfolio Management 6.0 credits

Portföljstrategi för varumärken

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME2088 valid from Spring 2016

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Industrial Marketing basic course or the corresponding

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After this course, the participants should be able to:

- assess the size and the structure of a technological brand portfolio and how one should go about to optimise the brand portfolio strategically
- decide when one should add brands or limit the portfolio contents in the technology company.
- create a system of strategic portfolio roles
- work systematically with the brand consolidation
- expand the portfolio through brand licensing and franchising
- phase out trademarks
- assess candidates for purchase based on brand strength and business potential
- allocate economical resources to different trademarks based on their strength and vitality

Course contents

Brand Portfolio Management focus on practical strategies for trademarks on a mature market with complex brand structures and an often fragmented marketplace. The aim of the course is to facilitate theoretical understanding and pure practical knowledge to apply high-technological brand architecture and the design of an uniform and credible branding strategy for the industrial company over the time. Technology intensive companies, such as 3M, Microsoft, Honeywell, ABB and General Electric are typical representatives for an appropriate application of brand portfolio management on an industrial market.

The course also intends to formulate a more expansive view on what a brand portfolio and a brand architecture implies in practice and different definitions of brand portfolios and branding system be discussed in relation to expansions, alliances and high-technological ingredient brands, such as Intel Inside (processor technology) and Gore-Tex (membranes). Another important aspect is to regard the individual from a portfolio perspective, how the individual can build his own trademark over time. The course is characterised by a strong industrial basis in reality with a realistic framework and industrial portfolio project.

- Brand portfolio theory of industrial companies
- Brand architecture for technology companies
- Developing of brand identity for technology companies
- Portfolio roles and positioning for industrial trademarks
- Energy creating and differentiating trademarks.
- Positioning levels in industrial companies.
- Industrial brand relationship spectrums
- Creating of energy in a brand portfolio

- Inclusive versus exclusive brand portfolio management
- Co-branding, ingredient branding for technology products
- Brand consolidation in technology companies

Post-merger industrial brand management

Portfolio projects for high-tech brands or industrial brands

Course literature

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

Mc Dowell-Mudambi, S (1997) "An Exploratorion of Branding in Industrial Markets, Industrial Marketing Management, Industrial Marketing Management Vol. 26, s. 433-446,

Theile, K & Burr, W (2001) "Ingredient branding: Perspectives and problems of brand development in business to business and enduser relations", Vol 9, s.443-465. Advances in Business Marketing and Purchasing.

Honeywell (2011) Honeywell Brand Strategy and Visual Identity System: Training Session http://brand.honeywell.com/wp-content/uploads/2011/09/Honeywell-Brand-Strategy-and-Visual-Identity-SystemTraining-Session_Revised_1216.pdf

Examination

- PRO1 - Project, 3.0 credits, grading scale: P, F
- TEN1 - Written Examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.