



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

On 22/03/2024, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2024 (registration number M-2024-0548).

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

6 credits Basic marketing

English B/English 6, or equivalent.

Language of instruction

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

Intended learning outcomes

After the course, the students should be able to:

1. Evaluate size and branding structure for a technological brand portfolio and how the brand portfolio can be optimised strategically
2. Determine when brands can be added to or be consolidated in the brand portfolio, based on the strategic balance criteria and aims
3. Contrast and create a system of strategic portfolio roles for adequate market segments, based on the branding platform's portfolio targets
4. Work systematically with brand consolidation
5. Expand the company's brand portfolio through licensing and franchising
6. Evaluate candidates for purchase, based on the strength and business potential of a brand

Course contents

Brand Portfolio Management focus on practical strategies for brands on a mature market with complex brand structures and an often fragmented market place. The aim of the course is to facilitate theoretical understanding and pure practical knowledge to apply high-tech brand architecture and the design of a uniform and credible branding strategy for the industrial company over 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 systems are discussed in relation to expansions, alliances and high-tech ingredient brands, such as Intel Inside (processor technology) and Gore-Tex (membranes). Another important aspect is to look at the individual from a portfolio perspective, how the individual can build his own brand over time. The course is characterised by a strong industrial relation with a realistic framework and industrial portfolio projects.

- Brand portfolio theory of industrial companies
- Brand architecture for technology companies
- Developing of brand identity for technology companies
- Portfolio roles and positioning for industrial brands
- Energy creating and differentiating brands.
- Positioning levels in industrial companies.
- Industrial brand relationship spectrums
- Creation of energy in a brand portfolio
- Inclusive versus exclusive brand portfolio management

- Co-branding and ingredient branding for technology products

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.