Universidad de Navarra

Introduction to Branding (Marketing)

Subject guide 2026-27

INTRODUCTION

Course description:

The course aims to be an introduction to the discipline of brand management and highlight the pivotal role of branding in today's business environment. This course provides students with an account of how successful brands are created, build and managed. Some subjects that will be covered are how brand images and messages are created and the theory of positioning brands in the market.

- **Degree**: Marketing
- **Module in the Degree Program**: LEVEL 1. Module IV: Communication and Branding. LEVEL 2. Subject: Branding
- **Number of credits:** 6 ECTS
- **Year:** Second year, first semester
- **Type of course:** basic
- **Instructor**: Dr. D. Jürg Kaufmann (Profesor Contratado Doctor), **(jkaufmann@unav.es)**
- **Language:** English
- **Department:** Marketing and Media Management - School of Communication
- **Lecture schedule:**
  - Mondays from 15:30 to 17:15 in classroom 5
  - Wednesday from17:30 to 19:15 in classroom 4

LEARNING RESULTS

Knowledge

- R1 That students have demonstrated possession and understanding of knowledge in an area of study that builds upon general secondary education, and is usually at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
- R7 - To know and value the marketing role from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.
- R8 - To understand the tools and techniques specific to the innovation and entrepreneurship processes that occur around marketing management.
- R32 - To understand the basics of brand management and apply them efficiently, adapting them to the particularities of the different types of brands of products and services.

Competencies

- R2 - Students are able to apply their knowledge to their job or vocation in a professional way. They prove their general competencies by developing and defending arguments and solving problems within their subject area.
- R3 - Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include reflection on relevant social, scientific or ethical topics.
- R5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.
- R10 - Apply leadership, teamwork, planning, and time management skills to responsible decision-making and marketing problem-solving.

Skills

- R4 - Students can communicate information, ideas, problems and solutions to both specialized and non-specialized audiences.
- R9 - Apply marketing tools from an analysis and a deep understanding of the functioning of markets and consumer behavior.

PROGRAM

Part 1: Opening perspectives

- Chapter 1. Brands and brand management

Part 2: Developing a brand strategy

- Chapter 2. Customer-based brand equity and brand positioning
- Chapter 3. Brand resonance and brand value chain

Part 3: Designing and implementing brand marketing programs

- Chapter 4. Choosing brand elements to build brand equity
- Chapter 5. Designing marketing programs to build brand equity
- Chapter 6. Integrating marketing communications to build brand equity
- Chapter 7. Leveraging secondary brand associations to build brand equity

EDUCATIONAL ACTIVITIES

I. CLASSROOM TEACHING ACTIVITIES

1. Lectures: Lectures are given by the professor on the themes indicated in the syllabus with the help of powerpoint presentations. The slides will be available for download on ADI after the lecture.

2. Diary exercise: At the end of each class, students will be informed about the exercise they have to write in their personal exercise diary.

3. Class project: Students will have the opportunity to develop a group project. The project will be explained once we cover chapter 4.

4. Evaluation: There will be a final exam to assess the successful accomplishment of the course objectives.

II.PERSONAL WORK

Students must understand the themes covered early in the semester to be able to comprehend information presented later in the course. They also will need to integrate material learned throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular time outside of class to work on the course material on a weekly basis.

Credits/hours distribution of the activities. 6 ECTS= 150 h (25 h/ECTS)

The tasks that students develop over the course are distributed as follows:

- 52 hours of lectures
- 10 hours of weekly exercise in the diary
- 10 hours for class project
- 76 hours of individual study
- 2 hours for the final exam

Total of 150 hours

ASSESSMENT

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To calculate the final grade, course performance and grading will be determined as follows:

- Final exam.....50%
- Class project.....30%
- Weekly exercises in diary.....20%

There will be a final exam (multiple-choice test). Exams questions will be drawn directly from the textbook, lectures and class discussions. The final exam will be held on the examination period of December.

Students with special educational needs must contact the Faculty/School's Study Coordinator in advance to obtain authorization for accommodations (for example, additional time for exams). This authorization must be sent by the student to the professor. It is recommended that this be done at the beginning of the semester.

Criteria to pass the course

- Students whose final grade is 5 points or more will pass the course. **You need to pass the final exam before the final grade is calculated.**
- Students whose final grade is below 5 points will not pass the course and will be graded as *Suspenso*. They will have to attend an extraordinary exam in June.
- Students who do not take the final exam will not pass the course and will, therefore, be graded as *No presentado*.

Exam review

- Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

Evaluation in the extraordinary call

- **For those who do not pass the course in May or did not take the exam** (grades *Suspenso* or *No presentado*) there will be an exam in June which will account for 100% of the final grade (if the other activities do not increase the average grade).

PLAGIARISM AND IA POLICY

Please note that any attempt at fraud, copying, plagiarism, or other irregular behavior constitutes a serious infraction as cited in the "Rules of Academic Discipline for Students" within the System of Rules at the University of Navarra.

In this course, the use of AI content generation tools is permitted when used in accordance with the following criteria: For each assignment, a paragraph must be included explaining which AI content generation tool was used, the reason for using it, and the dialogue maintained through the AI interface. It is important that the teacher understands the creative process that transformed their commands into the final result. Any use of generative AI tools outside of these parameters constitutes plagiarism and will be treated as such. A case of confirmed plagiarism leads to the automatic failure of the entire course.

If you need assistance, please ask me in class or write an inquiry to jkaufmann@unav.es.

OFFICE HOURS

Dr. D. Jürg Kaufmann (jkaufmann@unav.es)

- Despacho 0711 Edificio Ismael Sánchez Bella. Planta 0.
- **Please book an appointment on my Google Calendar: https://calendar.app.google/m9vTAyZqy1tgiFS86**

BIBLIOGRAPHY

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Main Textbook

- Title: **Strategic Brand Management** Find it in the Library
- Author: Kevin Lane Keller
- Publisher: Pearson, Global Edition, Fourth Edition (2013) or Fifth Edition (2019)
- Recommended place of purchase: Amazon Kindle Version (e-book)

Additional bibliography (optional)

- **The Brandbook by Waly Olins Find it in the Library**
- **How Brands Grow by Byron Sharp Find it in the Library**
- Brand New by Waly Olins Find it in the Library electronic version
- Building strong brands by David A. Aaker Find it in the Library
- The New Strategic Brand Management by Jean Noël Kapferer Find it in the Library
- Designing Brand Identity by Alina Wheeler Find it in the Library