Visiting Professor Program  
Academic year 2021/2022

DEPARTMENT OF MANAGEMENT
TEACHING COMMITMENT: 20 hours

COURSE TITLE
Brand Management

TEACHING PERIOD
1st term

SCIENTIFIC AREA
Economic and Statistics

LANGUAGE USED TO TEACH
English
The Degree Course is entirely taught in English

COURSE SUMMARY
The program will be split into ten different topics:
1. Marketing Strategy and Tactics
2. Brands as a Means of Creating Market Value
3. Developing brand Strategy
4. Designing Brand Tactics
5. Managing Brand Portfolios
6. Managing Brand Dynamics
7. Protecting the Brand
8. Brand Analysis and Planning
9. Brand Equity and Brand Power
10. Brand Research
LEARNING OBJECTIVES
The brand management course aims to define the role of brand management inside a company and to illustrate its principles and rules. The objective is to professionalise students with the necessary notions requested by the marketing department of international companies. The course includes the use of case studies discussed in class with an international professor, to stimulate the discussion and exposition capacity in the classroom, with a problem solving-oriented approach.

TUTORSHIP ACTIVITIES
N/A

LAB ACTIVITIES
N/A

OTHER ACTIVITIES BESIDES THE COURSE
N/A

VISITING PROFESSOR PROFILE
The ideal candidate should be an excellence in the Marketing domain. The candidate must have a strong prior experience as a /Full/Emeritus Professor for at least 25 years. He should still have an active roll in European and Non-european institutions. The candidate must be an experienced researcher with at least 150 contributions in peer-reviewed journals and at least 20 books. The candidate must also be an active researcher having contributed to the publication of at least ten articles in 2020, of which at least 8 on at least three different three-starred AJG journals in 2020.

CONTACT PERSON AT THE DEPARTMENT
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