



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

TIC28\_DIP\_MAN

## **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

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## **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**

Prof. Fabrizio Mosca

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