



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

VP48\_DIP\_MAN

## Visiting Professor Program Academic year 2022/2023

**TEACHING COMMITMENT:** 14 hours

### COURSE TITLE

**Brand Management**

### TEACHING PERIOD

1st term

### SCIENTIFIC AREA

Management

### LANGUAGE USED TO TEACH

English

### COURSE SUMMARY

The brand management course aims to define the role of brand management inside a company and to illustrate its principles and rules according to the contemporary challenges and evolutions. The objective is to provide students with the key notions requested by marketing department of international companies. The course aims at training students around new meanings of brand management by developing critical thinking around real case studies and teach them the core principles of brands moving from promises to purpose. Students will be asked to work on assignments and present their results and discussion in group to stimulate motivation, improve the team work capacity, the problem solving attitude and the public speaking.

### LEARNING OBJECTIVES

Knowledge and understanding capacity. During the course, through face-to-face lessons with the Professor, students will be provided with the knowledge about brand management strategies applied to international companies.

Critical thinking and moral imagination. Students will be taught on how to develop their own critical thinking by moving some criticisms to the traditional marketing and branding models of value

creation and by discussing new possible evolutions of such models, through a moral imagination approach, to develop a brand management strategy that is purpose-oriented.

Capacity to use knowledge and understanding. The notion studied will be applied through the analysis of specific case studies and, in particular, to develop a re-branding strategy according to the principles of value-co creation.

Communication skills. Students are requested to play an active role in class presenting case studies. Learning capacity. Notions learned through face to face lessons and case presentation.

### **TUTORSHIP ACTIVITIES**

N/A

### **LAB ACTIVITIES**

N/A

### **OTHER ACTIVITIES BESIDES THE COURSE**

N/A

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### **VISITING PROFESSOR PROFILE**

The visiting professor should have strong expertise in marketing and branding, driven by interest on sustainability, purposeful businesses, sustainable management, sustainable people & business strategy. A practical experience in the field of branding, sales, commercial and communication would be much appreciated. The visiting professor should bring innovative and creative teaching style into the class, supported by practical experiences to be conducted on the retail sector, where brand strategies can be studied with multiple online and offline applications.

### **CONTACT PERSON AT THE DEPARTMENT**

Dott.ssa Chiara Civera

chiara.civera@unito.it