

Vak: Product and Brand Management

credits: 5

Vakcode	LBVB26PBM1C
Naam	Product and Brand Management
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	R.L. Bijl

Werkvormen	Onderwijs
Toetsen	Other assessment - Overige toetsing

Leeruitkomsten**PLO1: International Business Opportunities****Learning Line: Marketing**

This course develops the ability to apply advanced marketing knowledge to identify and evaluate business opportunities.

- CLO 1: Apply evidence-based research to support decision-making throughout the product development and commercialization process.
- CLO 2: Design branding and positioning strategies for real-life international business scenarios.

Inhoud

In the Product and Brand Management course, students learn how to develop and market new products and build strong, recognizable brands. They work in teams to create a fictional company, conduct research, design a prototype, and develop a complete brand marketing program. This includes defining the target audience, creating brand elements such as a logo and slogan, and planning marketing strategies with clear objectives, budgets, and KPIs. Throughout the course, students apply theories from product and brand management to understand how companies create value through business models, market research, and differentiation, and how to present and defend a coherent brand and product strategy.

*The MT reserves the right to cancel an elective prior to the start of classed due to class capacity related decisions

Opgenomen in opleiding(en)

International Business 3 Year
IBS Exchange programme International Business - Advanced
International Business 4 Year

School(s)

Business & Recht