UNIVERSIDADE FEDERAL DE UBERLÂNDIA
FACULDADE DE GESTÃO E NEGÓCIOS
PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO

COURSE SYLLABI / FICHA DE DISCIPLINA

Course title/ Disciplina:	Branding		
Code / Código:	FAGEN41066	**Major area / Área de concentração:**	Regionality and Management / Regionalidade e Gestão
Line of research / Linha(s) de pesquisa:	⊠ Organizational Management and Regionality / Gestão Organizacional e Regionalidade ☐ Society, Development and Regionality / Sociedade, Desenvolvimento e Regionalidade		
Program / Nível:	⊠ Master's degree / Mestrado	⊠ Doctorate degree / Doutorado	
Type / Tipo:	☐ Mandatory / Obrigatória	⊠ Elective / Eletiva	
Credit / Créditos:	4	**Workload / Carga horária:**	60
Observation / Observação:	Classes will be taught in English. / As aulas serão ministradas em inglês.		

***Objective of the discipline* / Objetivo da disciplina:**

Analyze branding and its importance in the context of marketing decisions, considering the impacts on regionality.

Analisar a gestão de marcas e sua importância no contexto das decisões de marketing, considerando os impactos na regionalidade.

***Content* / Ementa:**

What is branding? Challenges and opportunities. Brand strategy. Brand positioning. Building and managing brands and brand portfolios. Brand portfolio strategy. Brand architecture and naming, Types of brands, and Brand extensions. Brand valuation. Emerging topics in Branding.

O que é o branding? Desafios e oportunidades. Estratégia de marca. Posicionamento de marca. Construir e gerir marcas e portfólios de marcas. Estratégia de portfólio de marcas. Arquitetura e nomes de marcas, tipos de marcas e extensões de marca. Avaliação da marca. Tópicos emergentes em branding.

***Bibliography* / Referências bibliográficas:**

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