Meliá Brands is an interactive case study based on the experience of the hotel group Sol Meliá. It enables students to study the characteristics of branding and brand portfolio management.

This case allows students to:

- Understand the sector
- Identify the key factors of managing Sol Meliá's brand portfolio
- Make specific recommendations on what the company should do with its various brands
This interactive case study also details the complexity of branding in companies that are involved in expansion and internationalisation.

Students adopt the role of marketing director and have to analyse the portfolio of the group and establish brand values.
Information presented in tables, graphs, and photos allows students to better understand the development of the brand.