Syllabus

BRAND MANAGEMENT

Degree – Master`s Degree
Field of knowledge **– 07 "Management and Administration"**
Speciality – **073 "Management"**
Educational and research program - «International Management»

Year: I, **Semester:** II

Credits: 5 Language of instruction: English

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Course description

"Brand Management" aims to develop students' theoretical and practical knowledge in brand management, which is necessary to achieve commercial goals in enterprises' market activities.

Students must master the brand management system and the tools, professional techniques and technologies necessary to ensure effective brand management.

Course Structure

Topic	Learning outcomes	Assignments
1. Branding in modern conditions. The essence and content of brand management.	To understand the difference between a brand, a trade mark and a trademark. Understand the essence of the main types of brands. Understand the nature and content of brand management..	tests, in-class assessment
2. Marketing research and segmentation in branding	To know the stages and phases of branding, the basic branding scheme. Be able to develop strategic and operational brand plans. .	development of a branding plan
3. Branding in the strategic management system	To know the main directions and methods of marketing research in branding. Be able to conduct research on consumer motives and conduct motivational analysis. Be able to segment the target audience to develop its brand identity. .	business case
4. Creating and positioning a brand	To understand the essential components of brand building and approaches to naming. Be able to carry out brand positioning and build positioning maps.	practical assignment

	To master the choice of positioning strategy when developing a brand in different types of markets..	
5. Brand portfolio management	To know the approaches to brand management: branding models, goals, objectives and basic principles of brand portfolio management. Be able to create a brand architecture. Understand the strategic importance of brands in a corporate portfolio..	tests, case
6. Integrated brand communications. Internet branding	To know the existence and components of the communication complex. To be able to develop brand communications and form brand loyalty programmes. To master the principles and approaches to creating online brands.	colloquium
7. Brand capitalisation	To know the nature of brand capitalisation, understand the main models and methods for determining brand value. To perform brand equity valuation using various methods.	problem solving
8. Organisational aspects of brand management	To know the traditional and modern approaches to the development of organisational structures. To understand the essence of the cross-functional approach to managing company brands. To master the main functions of the brand manager of the organisation.	case
9. Legal aspects of brand management	To know the means, methods and forms of intellectual property protection in branding. To understand the problems of falsification and imitation in branding. To master the legal aspects of brand protection in Ukraine.	business case

References

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11. Wheeler Alina. Designing brand identity: an essential guide for the entire brandingteam. Fifth edition. Wiley, 2018. 339 P. URL:https://ru.bok2.org/book/3420147/d526e8?dsource=recommend

ASSESSMENT POLICY

- **Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).
- **Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).
- **Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

EVALUATION

The final grade of the course is calculated in the following manner:

Credit module 1	Credit module 2	Credit module 3
30%	40%	30%
In-class assessment (1-4 topics) – 10 points per topic - max. 40 points Module test (topics 1-4) – max. 60 points	In-class assessment (5-9 topics) 6 points per topic - max. 30 points Module test (topics 5-9) – max. 70 points	Individual Task preparation – max. 40points Individual Task Defence – max. 40 points Training session participation – max. . 20 points

Evaluation scale:

ECTS	POINTS	Evaluation
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	satisfactory
FX	35-59	unsatisfactory with the possibility of resit
F	1-34	unsatisfactory: mandatory course repeat