

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

BRAND MANAGEMENT

Studies: Management

II cycle studies
 Excellence in Management
 Specialty: Modern Communication In Business

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	18	14	2

Course description:

The Brand Management study program is designed to immerse students in the dynamic and multifaceted world of brand development and management. Through a combination of theoretical insights and practical applications, students will gain a deep understanding of the strategic, creative, and analytical aspects of brand management. The curriculum emphasizes the importance of strategic thinking in crafting and sustaining successful brands. Students will delve into consumer psychology, learning how to decode and leverage consumer behaviour to create brands that resonate emotionally. The program also places a strong emphasis on effective communication, ensuring that students can articulate compelling brand narratives across diverse media platforms. In an era of rapid technological advancement, the program encourages students to embrace innovation, exploring cutting-edge trends and technologies that can revolutionize the way brands connect with their audiences. With a global perspective, students will explore the challenges and opportunities of branding in diverse cultural contexts, preparing them for the complexities of an interconnected world. Additionally, the program provides students with the analytical tools needed to measure and optimize brand performance. By the end of the program, graduates will be well-equipped to navigate the competitive landscape of brand management, whether in established markets or emerging economies.

The course is filled in with many case studies and practical examples of Brand management problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Developing Strategic Branding Skills: Equip students with the knowledge and skills to formulate effective brand strategies that align with organizational goals and resonate with target audiences.
2. Understanding Consumer behaviour: Explore the psychological and sociological aspects of consumer behaviour to enhance the ability to create brands that connect with and influence consumers.
3. Mastering Brand Communication: Focus on honing communication skills, both traditional and digital, to effectively convey brand messages and build a consistent brand image across various channels.
4. Embracing Innovation in Branding: Foster a culture of innovation by exploring emerging trends and technologies, ensuring students can adapt and leverage new opportunities in the ever-evolving landscape of brand management.
5. Global Branding Competence: Provide a comprehensive understanding of global markets and cultural nuances, enabling students to develop and manage brands that resonate on an international scale.

6.Measuring and Analysing Brand Performance: Equip students with tools and techniques to measure the effectiveness of brand strategies, analyse market trends, and make data-driven decisions to optimize brand performance.

Teaching the functions and role of Brand management for contemporary market entities, developing skills in solving Brand management problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Brand management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Brand management in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

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Main topics:

1. Brand Strategy and Positioning
2. Consumer behaviour and Brand Perception
3. Integrated Marketing Communications
4. Digital Branding and Social Media
5. Brand Innovation and Creativity
6. Global Brand Management
7. Brand Metrics and Analytics

Literature

Main texts:

1. Kapferer, J. N. - "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" - Kogan Page - 2018
2. Keller, K. L. - "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" - Pearson – 2020
3. Aaker, D. A. - "Building Strong Brands" - Free Press - 2020

Additional required reading material:

4. Ries, A., & Ries, L. - "Positioning: The Battle for Your Mind" - McGraw-Hill Education - 2022
5. de Chernatony, L. - "From Brand Vision to Brand Evaluation: The Strategic Process of Growing and Strengthening Brands" – Routledge – 2018

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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