

SUBJECT:	Brand Management		
HOURS:	15/15	ECTS:	3
semester	6	Academic year	3

Name/title of the author:	Dr Anna Prusak		
Course Description:	<p>The purpose of this course is to provide students with a fundamental knowledge of how to build, measure and manage a brand. Building brand equity involves managing brands in the context of other brands, as well as managing brands over various categories and multiple market segments. In the modern world, products, markets, and industry boundaries are changing very fast, therefore a well-managed brand can be a prime source of strategic direction and competitive advantage. Today the role of branding is such a strong nowadays, that it forces any product to be branded. The course activities include lectures and classes, during which students will be encouraged to discuss various problems related to brand management, and perform exercises, assignments, presentations and case studies.</p>		
Learning Outcomes (Goals and Objectives of the course):	<ul style="list-style-type: none"> • To provide students with knowledge on brands and brand management; • To clarify basic terms concerning brand management; • To explain the role of brand managers in contemporary world, including the meaning of ethics in brand management; • To provide comprehensive knowledge on different strategies of brand management, promotion, brand image building, branding impact on buyers and brand research; • To practice skills required for brand managers, such as i.e. communication, analytical thinking, team working and decision making in complex environments; • To develop skills in the area of application of different marketing tools in brand management. 		
Entrance qualifications:	None		
Course Content:	<ul style="list-style-type: none"> • Definitions of brand and brand management • Types of brands • Functions of brands • Role of brand managers • Building strong brand • Brand concepts and processes • Brand image building • Brand mark and trademark • Designing and selecting a brand name • Brand research • Brand loyalty • Brand strategies 		

Assessment policy (examination):

Item	Weight	Due date
Exercises / Case studies	30%	The end of each class
Assignments / Presentations	10%	Assignment / Presentation schedule
Tests / Final examination	50%	End of each lecture / Exam session

Presence. Students are required to attend lectures and classes at least 75% of total lectures/classes held. Any violation against this rule may cause the ineligibility to get a final grade.

Lecture/class participation. Students are expected to actively participate during the class discussions. Students will be provided in advance with outlines of the relevant materials, and will be encouraged to take notes during the lectures.

Exercises / Case studies. During the classes, students will be working in teams to complete the relevant exercises and case studies, which will be collected at the end of each class. The cases may be taken from textbooks; either can they be real cases acquired from various sources. The grades of exercises and case studies will sum to the final grade of all classes. At least 50% points is needed to get a passing grade.

Assignments / Presentations. At least one lecture will be devoted to students' presentations concerning subjects proposed by the lecturer. Students will prepare assignments and presentations in the groups of 2-3 persons, based on the appropriate books and materials from the internet. The following issues will be marked: relevance of the presentation / assignment, own arguments and discussions, materials used, participation of all students in preparation and presentation, appearance of the presentation, timeliness and way in which it is presented.

Tests / Final examination. At the end of each lecture a short test will be provided as regards the subjects discussed during this lecture. Students will have several minutes to complete the questions. The tests will be marked and sum to the final grade of the exam. For those who do not receive enough points to get the passing grade (50%), the final examination test will be provided at the end of the course. The final test will be based on the materials and knowledge provided during the whole course, complemented by the relevant readings from the texts recommended.

Course materials/bibliography:

Each student will receive a set of course hand-outs with the outlines of materials which will be discussed during lectures.

Books recommended:

- Aaker, David (2011) Brand Relevance: Making Competitors Irrelevant, Jossey-Bass
- De Chernatony, Leslie; Mc Donald, Malcolm (2003) Creating Powerful Brands, 3rd edition
- Kapferer, Jean Noel (1992) Strategic brand management, The Free Press, New York
- Keller, Kevin (2008) Strategic Brand Management, Prentice Hall, 2nd Edition
- Keller, Kevin (2007) Best Practice Cases in Branding: Lessons from the World's Strongest Brands, Prentice Hall

- Wheeler, Alina (2009) Designing brand identity, John Wiley & Sons, 3rd edition

Relevant papers and case studies retrieved from journals and magazines, especially those related to brand management concepts and practices.

Methods of Instruction:

Lecture, presentations, self-studying, case studies, exercises, group discussions, brainstorming.

Notes / suggestions:

None