



Syllabus

Brand Management

Higher education degree - bachelor
Field of knowledge - 29 International relations
Specialty - 293 International Law
Educational and Professional Program - International Law

Study year – 3 Semestr – 6
Number of credits: 5, Language of study: english

Head of the course:

Assoc. prof. of the Department of International Economic Relations Assoc. prof.
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Description of the discipline

The discipline "Brand Management" is aimed at developing students' theoretical and practical knowledge in the field of brand management necessary to achieve commercial goals in the market activities of enterprises.

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	Control measures
1	Branding in modern conditions. The essence and content of brand management	Understand the difference between the concepts of "brand", "trademark" and "trade mark". Understand the essence of the main types of the brand. Understand the essence and content of brand management.	Tests, surveys
2	Branding in the system of of strategic management	Know the stages and phases of branding, the basic scheme of branding. Be able to develop strategic and operational brand plans.	Tests, surveys
3	Marketing research and segmentation in branding	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 a brand identity.	Tests, surveys, practical assignment
4	Creation and positioning of the brand	Understand the main components of brand building and approaches to naming. Be able to carry out brand positioning, build positioning maps. Master the choice of positioning strategy when developing a brand in different types of markets.	Development plan branding
5	Brand portfolio management portfolio	Know the approaches to brand management: branding models, goals, objectives and basic principles of management brand portfolio management. Be able to create brand architecture. Understand the strategic importance of brands in the in the corporate portfolio.	Tests, surveys
6	Integrated brand communications communications. Internet branding	Know the essence and components of the communication complex. Be able to develop brand communications and create brand loyalty programs. Master the principles and approaches to	Tests, surveys, essays

		creating Internet brands.	
7	Brand capitalization	Know the essence of brand capitalization. Understand the basic models and methods for determining brand value. Assess brand equity using various methods.	Tests, surveys, practical assignment
8	Organizational aspects of brand management	Know traditional and modern approaches to the development of organizational structures. Understand the essence of a cross-functional approach to brand management To master the main functions of a brand manager in an organization.	Tests, surveys, essays
9	Legal aspects of brand management	Know the means, methods and forms of protection intellectual property in branding. Understand the problems of falsification and imitation in branding. Master the legal aspects of brand protection in Ukraine.	Tests, surveys, practical assignment

Literary sources

1. Dvulit Z. P., Naumchuk S. I. Content marketing as a tool for successful functioning of domestic companies. *Economy and state*. 2018. №10. C. 10-13.
2. Zborovska O.M.,. Systematization of existing scientific approaches to the development of the enterprise brand. *Investments: practice and experience: scientific journal*. 2019. №17. C. 12-16.
3. Features of a systematic approach to brand management. *Business navigator: scientific and production journal*. 2018. issue 3-1 (46). C. 135-138.
4. Zmitrovych D.D., Solntsev S.O. Company's brand portfolio: structure and management. *Actual problems of economy and management*. 2018. №12. URL: <http://ape.fmm.kpi.ua/article/view/134960>
5. Formation of a competitive model of brand management. *Financial mechanisms of sustainable development of Ukraine: material. I international scientific and practical conference, (October 25-26, 2018) Kharkiv*. Kharkiv: Ivanchenko IS, 2018. C. 285-288.
6. Mamonov K.A., Troyan V.I. Formation and implementation of the brand management strategy of construction enterprises. *Effective economy*. 2019. № 9. URL : <http://www.economy.nayka.com.ua/?op=1&z=7246>
7. Makhovka V.M., Shevchenko A.A., Tryashchenko O.K. Features of brand management at the enterprise. *Regional economy and management*. 2019. № 2 (24). C. 24-28.
8. Ostapchuk T. P., Pashchenko O. P. Analysis of the architecture of the brand portfolio. *Eastern Europe: Economics, Business and Management*. 2021. Issue 1. C. 32-36.

9. Pugach AM, Demchuk NI, Dovgal OV, Kryuchko LS, Tyaglo NV Innovative development of the enterprise: a textbook. Mykolaiv, 2018. 348c.
10. Smerichevskiy SF, Petropavlovska SE, Radchenko OA Brand management: a textbook, Kyiv: NAU, 2019. 155 c.
11. Analysis of modern processes of world economic globalization. Ukrainian Journal of Applied Economics. 2019. Vol. 4. No. 4. C. 23-31.
12. Theoretical foundations of strategic brand management Modern Economics. 2019. № 17. C. 232-238.
13. Brand management in the system of marketing activities. Social and Humanitarian Herald. 2018. Issue 24. C. 91-92.
14. Influence of brand attributes on the formation of its target image in the new market and technological conditions. Economic Herald of the National University of Kyiv. 2020. №1(69). C. 177-187.
15. Ayerbe, C., Dubouloz, S., Mignon, S. & Robert, M. (2020). Management Innovation and Open Innovation: For and Towards Dialogue. Journal of Innovation Economics & Management, 32, 13-41. URL: <https://doi.org/10.3917/jie.032.0013>
16. Best Employer Branding Examples For Hospitality. 2019. URL:<https://harver.com/blog/employer-branding-examples-hospitality/>.
17. Glassdoor: The 10 best companies to work for Businesses. 2020 URL: <https://www.cnbc.com/2019/12/11/glassdoor-the-10-best-companies-to-work-for-in-2020.html>
18. Kevin Lane Keller, Tim Oliver Brexendorf. Strategic Brand Management Process. Handbuch Markenführung. 2019. pp. 155–175.
19. Ladipo P., Akeke O. Impact of Brand Image on Car Buyers' Choice of Branded Products in High Risk Market. Bulletin of Taras Shevchenko National University of Kyiv. Economics. 2019. № 3(204). P. 28–33.
20. Liu, Y., .berg, C., Tarba, S.Y., Xing, Y. Brand management in mergers and acquisitions: Emerging market multinationals venturing into advanced economies, International Marketing Review, 2018 Vol. 35 No. 5, pp. 710–732.

Evaluation policy

- Policy on deadlines and rescheduling: Rescheduling of modules takes place with the permission of the dean's office if there are good reasons (for example, sick leave).
- Academic Integrity Policy: Copying during tests and exams is prohibited (including using mobile devices).
- Attendance Policy: Attendance is a mandatory component of 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 for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3	Total
30	40	30	100%
1. Oral questioning	1. Oral questioning	Preparation of	

during classes (4 topics of 5 points each - 20 points) 2. Module test - 80 points	during the class (5 topics of 5 points each - 25 points) 2. Module test - 75 points	the CPIT - max. 40 points. Defense of the CPIT - max. 40 points Participation in trainings - max. 20 points	
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Student evaluation scale:

ECTS	Marks	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course