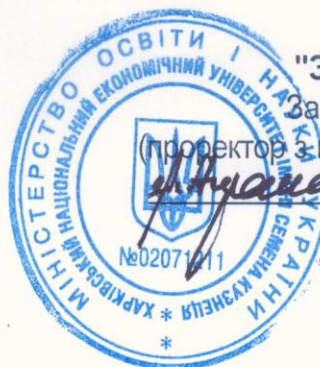


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



"ЗАТВЕРДЖУЮ"

Заступник керівника

(професор з науково-педагогічної роботи)

М. В. Афанасьєв

Бренд менеджмент
робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	другий (магістерський)
Освітня програма	Усі

Вид дисципліни
Мова викладання, навчання та оцінювання

вибіркова
українська

Завідувач кафедри менеджменту,
логістики та економіки

проф. Ястремська О.М.

Харків
ХНЕУ ім. С. Кузнеця
2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
S.KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

"APPROVED"

Deputy Head (vice-rector for scientific
and pedagogical work)

_____ M. V. Afanasiyev

**Brand Management
(name of the discipline)**

Branch of Knowledge **All**
Specialty **All**
education level **Secondary (master's degree)**
Educational Program **All**

Type of discipline **elective**
Language of teaching, learning and grading **English**

Head of the Department Management
Logistics and Economics

Prof. Yastremska O.M.

**Kharkiv
S. Kuznets KhNEU**

2018

APPROVED
at the meeting of the Department Management
Logistics and Economics
Protocol No. 1 dated August 27, 2018

Developers:
M.Martynenko, D.Economics., Prof., Department of Department Management
Logistics and Economics

**List of renewal and re-approval of the
work program of academic discipline**

Academic year	Date of the meeting of the department - developer of the RPND	Protocol Number	Signature of the Head of the Department

1. Introduction

The program of studying the discipline "Brand Management" is compiled according to the educational and professional program of masters training in the specialty "Management".

The subject of the study of the discipline is the forms of identification of economic laws and regularities of the development of branding in the economic activity of the enterprise, methods, mechanisms, methodological approaches and practical experience of using brands by industrial enterprises in modern conditions of management in Ukraine and developed market countries of the world.

Interdisciplinary connections: The study of the discipline "Brand Management" is a part of the cycle of professional training of specialists at the educational level "Master" and is based on knowledge of such disciplines as "Fundamentals of Management", "Finance", "Enterprise Economics", "Marketing", "Strategic Management".

The curriculum consists of the following content modules:

1. The theoretical basics of brand management and the stages of branding.
2. Practical aspects of brand management

The purpose and tasks of the discipline

The purpose of the teaching of the discipline "Brand Management" is the formation of a system of professional competences for students with the use of the bases of branding, methods of its organization for effective management at the level of the main element of social production – the enterprise; acquiring the necessary set of theoretical and practical knowledge for solving specific economic problems at the present stage of economic development.

The main tasks of the study of the discipline "Brand Management" is the formation by the students of the scientific worldview and special knowledge on the identification of economic laws and regularities of the development of branding in the economic activities of the enterprise, familiarization with the practical experience of using brands by industrial enterprises in the modern conditions of management in Ukraine and developed market countries of the world.

According to the requirements of the educational-professional program, the applicant of the educational degree "Master" acquires the following competencies

Know:

subject, purpose and task of brand management of corporate management;
place and role of brand management in the overall enterprise management system;
external and internal factors influencing the formation and use of brands;
international trends of brand management development;
characteristics and elements of brand models;
economic and legal bases of the work of brand managers;
stages of formation and promotion of brands;
DNA component of the brand;
indicators of the nature and indicators of brand strength;
methods for evaluating brand capital;
main trends of brand management development;
types of virtual brands;
rules for effective use of virtual brands;
procedure for the formation of virtual brands.

They must be able:

- develop concepts of brand products and enterprise;
 - substantiate and use certain brand models for a particular type of product or enterprise;
 - form an effective DNA brand by the elements;
 - determine indicators of cognitive and emotional measurement of brand strength;
 - use the tools of strategic and tactical mapping of brands;
 - determine the value of brand capital by all existing methods;
 - substantiate and choose strategies of brand use;
 - substantiate and use certain types of virtual brand.
 - develop guidelines for the position of brand manager and provisions for the department of brand development and promotion.,
- 150 hours of 5 credits of ECTS are allocated for studying the discipline

Year	1M	
Semester	1	
Number of credits ECTS	5	
Auditory studies	lectures	20
	practical	20
Independent work		110
Form of final checking	credit	

Structural-logical scheme of studying the discipline:

Previous disciplines	The following disciplines
Marketing	Marketing of Innovations
Management	Management of Development
Economics of Enterprises	

2. Competence and results of studying a discipline:

Competency	Learning results
Ability to use branding in the management of marketing activity. Be able to create a brand and evaluate its potential. Be able to develop a communication marketing concept. Ability to organize branding work.	skills to apply in practice brand research methods, branding, and their impact on product success, methods of business communication analysis in business;
	brand training and capacity building skills;
	the ability to develop typical patterns of writing brands in the channels of commodity circulation;
	practical skills to maintain viability and brand development;
	possession of the basics of managing the company's

	success on the basis of brands and branding;
	readiness to cooperate with colleagues, work in a team;
Be able to support livelihoods and brand development.	ability to make organizational and managerial decisions and willingness to feel responsibility for them;
Ability to provide modeling in branding management.	ability to assess the conditions and consequences of organizational and managerial decisions;
Ability to organize the positioning and repositioning of the brand.	ability to analyze the relationship between the company's functional strategies in order to prepare balanced management decisions;
Be able to differentiate branding communications.	readiness to participate in the development of the marketing strategy of the organization, to plan and implement measures aimed at its implementation;
Be able to develop branded strategies and policies.	

3. Program of the discipline

Content module 1. Theoretical bases of brand management and stages of branding

Theme 1. Essence of the brand and history of its evolution. Brand Definition and Its Key Features. The history of the emergence and evolution of the brand. Types of brands.

Theme 2. Brand-management strategies and their elements. Definition and elements of brand strategy. Briefcase portfolio. Types of brand strategies.

Theme 3. Branding stages and brand management technologies. Stages of the brand management process. Technologies and models of brand management. Features of forming a personal brand.

Theme 4. Planning brand formation and development. Information sources for brand management. Information system in brand management. Sources and types of internal and external information. Primary and secondary information. Methods of collecting information in the process of brand management.

Theme 5. Analysis of brand formation and development. Analysis of the brand life cycle. Stage of birth, growth, maturity and decline. An analysis of the competitors and the conditions of the brand-name company's operation.

Content module 2. Practical aspects of brand management

Theme 6. Positioning and brand management. Basic Approaches to Positioning a Brand. Features of positioning brands of goods and services. Brand positioning strategies.

Theme 7. Integrated Communications in Brand Management. Communication process and marketing communications. The essence of integrated marketing communications. Planning of integrated marketing communications as a basis for brand development.

Theme 8. Models of formation and development of the brand. Rebranding. Main models of brand development. Internal branding.

Theme 9. Legal bases of branding and its features in different spheres. Security documents on intellectual property in Ukraine. Concept of intellectual property. State Service of Intellectual Property in Ukraine. Brand registration at the international level.

Theme 10. Brand capital and its measurement. The essence of the brand's capital. Brand Capital Models D. Aaker, Keller, Brand Asset Valuator. Valuation of brand value. The economic value of the brand.

4. Evaluation of the results of teaching

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Evaluation of the developed competencies of students is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Evaluation of the Results of Students' Learning Based on the Accumulated Point-Rating System" of S. Kuznets KhNUE., control measures include:

current control carried out during the semester at lectures, practical, seminars, laboratory classes and is evaluated by the sum of the points scored (maximum amount - 100 points);

modular control carried out in the form of a presentation as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to get an integrated evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module;

final / semester control, conducted in the form of a test, according to the schedule of the educational process.

The procedure for carrying out the current evaluation of students' knowledge. Evaluation of student's knowledge during seminars, practical and laboratory classes and doing individual tasks is carried out according to the following criteria

understanding, degree of mastering of the theory and methodology of the problems under consideration; the degree of mastering of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speaking in the audience, ability to substantiate their position, generalize information and draw conclusions; arithmetic correctness of doing an individual and complex calculation task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating extracurricular independent work of students are as follows: depth and strength of knowledge, level of thinking, ability to systematize knowledge on specific topics, ability to make sound conclusions, possession of categorical apparatus, skills and techniques for doing practical tasks, ability to find necessary information, carry out its systematization and processing, self-realization at practical studies and seminars.

The final control of knowledge and competences of students in the discipline is carried out on the basis of a credit, the task of which is to check the student's understanding of the program material in general, logic and interrelations between the individual sections, ability to use the accumulated knowledge creatively, ability to formulate their attitude to a particular problem of the discipline etc.

The result of the credit is shown in the corresponding column of the exam's "Information on the record of success".

A student should be **considered certified** if the sum of the points obtained on the basis of the results of the final / semester credit of academic performance is equal to or exceeds 60.

The total score of the points for the semester is: "60 and more points are credited", "59 and less points are no credit" and entered in the "Record of Success" of the academic discipline.

5. Distribution of points by weeks

(specify means of evaluation according to the technological card)

Themes of the content module			Lecture classes	Practical classes	Seminar classes	Presentation	Testing	Written control work	Total
Content module 1.	Theme 1	week1	1	1			2		4
	Theme 2	week 2	1	1			2		4
	Theme 3	week3	1		6		2		9
	Theme 4	week 4	1	1			2	10	14
	Theme 5	week 5	1	1			2		4
Content module	Theme 6	week 6	1	1			2		4
	Theme 7	week 7	1	1			2		4
	Theme 8	week 8	1	1			2	10	14
	Theme 9	week 9	1	1		30	2		34
	Theme 10	week 10	1		6		2		9
credit									
Total			10	8	12	30	20	20	100

6. Scale of grading: national and ECTS

Total score for all types of educational activities	Score ECTS	Score on a national scale	
		for exam, course project (work), practical studies	for credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	no credit
35 – 59	FX	unsatisfactory	
1 – 34	F		

7. Recommended literature

Main

1. Келлер К. Л. Стратегический бренд-менеджмент: создание, оценка и управление марочным капиталом / К. Л. Келлер; пер. с англ. – [2-е изд.]. – М. : Издательский дом «Вильямс», 2005. – 704 с.

2. Ренделл Дж. Брендинг: краткий курс / Дж. Ренделл; пер. с англ. Р. Захарчева. – М. : ФАИР-ПРЕСС, 2003. – 216 с.

3. Стратегія ефективного брендингу : монографія / О. В. Кендюхов, С. М. Димитрова, Л. А. Радкевич, О. В. Кужилева – Донецьк : Вид. «Вебер» (Донецька філія), 2009. – 280 с.

4. Элвуд Я. 100 приемов эффективного брендинга / Я. Элвуд. – СПб. : Питер, 2002. – 368 с.

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Additional

5. Аакер Д. Создание сильных брендов / Д. Аакер. – М. : ИД Гребенникова, 2003. – 440 с.

6. Аакер Д. А. Стратегическое рыночное управление / Д. А. Аакер. – [6-е изд.]. – СПб. : Питер, 2002. – 544 с.

7. Д'Алессандро Д. Войны брендов: 10 правил создания непобедимой торговой марки / Д. Д'Алессандро. – СПб. : Питер, 2002. – 224 с.

8. Дэвис С. М. Управление активами торговой марки / С. М. Дэвис. – СПб. : Питер, 2001. – 272 с.

9. Капферер Ж.-Н. Бренд навсегда: создание, развитие, поддержка ценности бренда / Жан-Ноэль Капферер ; [под общ. ред. В. Н. Домнина; пер. с англ. Е. В. Виноградовой]. – М. : Вершина, 2007. – 448 с.

10. Кендюхов О. В. Ефективне управління інтелектуальним капіталом / О. В. Кендюхов : монографія. – НАН України, Інститут економіки промисловості ; ДонУЕП, 2008. – 363 с.

11. Маркетинговий менеджмент : навч. посібн. / Ф. Котлер, К.Л. Келлер, А.Ф. Павленко та ін. – К. : Вид. «Хімджест», 2008. – 288 с.

12. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок / Ж.-Ж. Ламбен ; [под ред. В. Б. Колчанов; пер. с англ.]. – СПб. : Питер, 2004. – 800 с.

13. Смит П. Коммуникации стратегического маркетинга : учеб. пособ. / П. Смит, К. Берри, А. Пулфорд ; [под ред. проф. Л. Ф. Никулина; пер. с англ.]. – М. : ЮНИТИ-ДАНА, 2001. – 415 с.

14. Тесакова Н. Бренд и торговая марка: развод по-русски. Практика, опыт, технологии / Н. Тесакова, В. Тесаков. – СПб. : Питер, 2004. – 267 с.

15. Траут Дж. Большие бренды – большие проблемы! Учитесь на чужих ошибках / Дж. Траут. – СПб. : Питер, 2004. – 320 с.

Internet resources

1. Сервер Верховної Ради України. – Режим доступу : <http://www.rada.gov.ua>

2. ЛігаБізнесІнформ. – Режим доступу : <http://www.liga.net>

3. Нормативні акти України. – Режим доступу : <http://www.nau.kiev.ua>

4. Сайт Державного комітету статистики України. – Режим доступу: www.ukrstat.gov.ua (

5. Маркетинг журнал.ru. – Режим доступу : <http://www.4p.ru>

6. Advertology. Наука о рекламе. – Режим доступу : <http://www.advertology.ru>

7. Хесutive. Международное сообщество менеджеров. – Режим доступу : <http://www.e-executive.ru>

8. Реклама. Маркетинг. PR. – Режим доступу : <http://www.sostav.ru>