

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



"ЗАТВЕРДЖЕНО"

Професор з спеціальності «Системної роботи»

Карина ЧЕМУШКАЛО

Бренд менеджмент

робоча програма навчальної дисципліни

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

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри
менеджменту, логістики та інновацій

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Харків
2021

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Simon Kuznets Kharkiv National University of Economics



Brand management

Work syllabus of the academic discipline

Branch of Knowledge	All
Specialty	All
Educational Level	<i>second (master's)</i>
Educational Program	All

Type of discipline	Elective
The language of teaching, learning and rating	English

Head of the Department of
Management, Logistics
and Innovations

Olena IASTREMSKA

Kharkiv
2021

APPROVED
at the meeting of the Department of Management,
Logistics and Innovations
Protocol No. 1 dated 27.08.2021

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**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

Abstract of the academic discipline

The program of studying the discipline "Brand Management" is compiled for masters training in all specialties. 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.

Characteristics of the academic discipline

Year	IM
Term	I
Number of ECTS credits	5
Form of final control	Credit

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Fundamentals of Management	Marketing of innovations
Finance	Management of development
Enterprise Economics	
Marketing	

Competences and learning outcomes by the discipline

Competences	Learning outcomes
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.	

Program of the academic discipline

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

- Topic 1. Essence of the brand and history of its evolution
- Topic 2. Brand-management strategies and their elements
- Topic 3. Branding stages and brand management technologies
- Topic 4. Planning brand formation and development
- Topic 5. Analysis of brand formation and development

Content module 2. Practical aspects of brand management

- Topic 6. Positioning and brand management
- Topic 7. Integrated communications in brand management
- Topic 8. Models of formation and development of the brand. Rebranding
- Topic 9. Legal bases of branding and its features in different spheres
- Topic 10. Brand capital and its measurement

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the academic discipline".

Teaching and learning methods

The following methods are used in teaching: problem lectures (Topic 1, Topic 2, Topic 3, Topic 4, Topic 5, Topic 6, Topic 7, Topic 8, Topic 9, Topic 10), work in small groups (Topic 4, Topic 6, Topic 9), discussions (Topic 4, Topic 9), presentations (Topic 10).

The procedure for assessing learning outcomes

The system of assessment of the formed competencies of masters takes into account the types of classes, which according to the curriculum of the academic discipline include lectures, practical classes, as well as independent work. Assessment of the formed competencies of masters is carried out according to the accumulative 100-point system. Control measures include:

current control, which is carried out throughout the term during lectures, practical classes and is assessed by the amount of points scored (maximum amount - 100 points; minimum amount that allows a student to take a credit - 60 points);

final / term control, which is conducted in the form of a credit, according to the schedule of the educational process.

For active participation in interactive lectures the student receives 10 points (1 point for each lecture), for active work at practical classes the student receives 10 points (1 point for each practice).

For successful control paper the student gets 20 points (10 points for the topic 1, 2, 3, 4, 10 points for the topic 5, 6, 7, 8). For the tests the student gets 20 points (2 points for the topic 1, 2, 3, 4, 5, 6, 7, 8, 9, 10). For the participation in seminars the student gets 10 points (5 points for the seminar by topic 7 and 10). For successful presentation of results of creative task the student gets 30 points.

The procedure for conducting current assessment of students' knowledge. Assessment of students' knowledge during practical classes and completing creative tasks is done in the following areas:

Practical classes:

analysis of brand sroty;
analysis of brand positioning in accordance with Unilever Brand Key model;
constructing questionnaire for assessment attitude of potential customers to brand;
conducting survey using questionnaire;
analysis of brand's 4P (7P) marketing mix;
analysis of brand's advertising campaign in accordance with AIDA model;
understanding subject, purpose and task of brand management;
explaining 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;
procedure for the formation of brands.

The student receives 70 points for completing all the tasks of practical classes.

Criteria for assessing practical classes:

Ability to substantiate and use certain brand models for a particular type of product or enterprise.

Develop concepts of brand products and 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.

Independent work:

Homework, searching for information about brands development and their history.

Homework, search of information about the use of brand positioning models.

Homework, analysis of brand competitors.

Preparation of creative tasks.

Homework. Search of forms of questionnaires for brand survey.

Review of sources for evaluation of brand equity. Preparation for the control works and presentation.

Criteria for assessing the independent work of students:

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

Search for information about brand positioning and promotion. Summarize the information obtained in order to describe main competitors of brand. Analyze the brand development process and build report about marketing communications and policy, used by particular brands.

Final control: the form of final control is a credit.

The way the final grade for the discipline is calculated.

During the current control, the student receives a maximum of 100 points and is considered attested if he received at least 60 points.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the academic discipline".

Assessment scale: national and ECTS

Score for all types of educational activities	Grade ECTS	Grade on a national scale	
		for exam, course project (work), practical training	for test
90 – 100	A	excellent	Passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	failed	not passed

Rating-plan of the academic discipline

Topic	Forms and types of training		Forms of assessment	Max. grade
Topic 1.	<i>Classroom work</i>			
	Topic 1	Introductory lecture «Essence of the brand and history of its evolution». Testing on the topic	Express survey.	3
	Practical lesson	Analysis of brand story. Solving practical problems. Individual work. Work in small groups.	Perform tasks on topics	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Test control of homework	
Topic 2.	<i>Classroom work</i>			
	Topic 2	Informative lecture «Brand-management strategies and their elements». Testing on the topic	Express survey.	3
	Practical lesson	Comparison of brand elements. Solving practical problems. Individual work. Work in small groups.	Perform tasks on topics	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of a creative task	Test control of homework	
Topic 3.	<i>Classroom work</i>			
	Topic 3	Problem lecture «Branding stages and brand management technologies». Testing on the topic	Express survey.	3
	Practical lesson	Brand Positioning models. Solving practical problems. Individual work. Work in small groups.	Perform tasks on topics	1
<i>Independent work</i>				

	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for the current control work.	Test control of homework	
Topic 4.	Classroom work			
	Topic 4	Informative lecture «Planning brand formation and development». Testing on the topic. Control work	Express survey	3
	Practical lesson	Consideration of problems: "What types of questions to choose in brand survey questionnaire?"	Perform tasks on topics	11
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for a creative task.	Test control of homework	
Topic 5.	Classroom work			
	Topic 5	Problem lecture «Analysis of brand formation and development». Testing on the topic	Express survey	3
	Practical lesson	Discussion on the topic "Personal branding".	Perform tasks on topics	1
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.	Test control of homework	
Topic 6.	Classroom work			
	Topic 6	Problem lecture «Positioning and brand management». Testing on the topic	Express survey	3
	Practical lesson	Solving practical problems. Individual work. Work in small groups.	Perform tasks on topics	1
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for control work.	Test control of homework	
Topic 7.	Classroom work			
	Topic 7	Problem lecture «Positioning and brand management». Testing on the topic	Express survey	3
	Practical lesson	Solving practical problems. Individual work. Work in small groups. Seminar	Perform tasks on topics	6
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.	Test control of homework	
Topic 8.	Classroom work			
	Topic 8	Problem lecture «Models of formation and development of the brand. Rebranding». Testing on the topic. Control work	Express survey	3

	Practical lesson	Solving practical problems. Individual work. Work in small groups.	Perform tasks on topics	11
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of a creative task.	Test control of homework	
Topic 9.	Classroom work			
	Topic 9	Discussion lecture «Legal bases of branding and its features in different spheres». Testing on the topic	Express survey	3
	Practical lesson	Presentations of the results of creative task	Perform tasks on topics	31
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of presentation.	Test control of homework	
Topic 10.	Classroom work			
	Topic 10	Discussion lecture «Brand capital and its measurement». Testing on the topic	Express survey.	3
	Practical lesson	Seminar	Perform tasks on topics	6
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of presentation.	Test control of homework	
	Total		100	

Recommended literature

Main

1. Aaker D. Building strong brands / D. Aaker. - London: Pocket Books, 2018. – 425 p.
2. Kapferer J-N. The New Strategic Brand Management : Advanced Insights and Strategic Thinking / J-N. Kapferer. – London : Kogan Page Ltd, 2019. - 512 p.
3. Keller K. Strategic Brand Management : A European Perspective / K. Keller, T. Aperia , M. Georgson. - Harlow: Pearson Education Limited, 2019. - 968 p.
4. Beverland M. Brand Management: Co-creating Meaningful Brands / M. Beverland. – London: SAGE Publications Ltd, 2018. - 416 p.
5. Veloutsou C. New challenges in brand management / C. Veloutsou , E. D.Ballester // Spanish Journal of Marketing. – 2018. – No.12. – P. 36 – 47.
6. Rodriguez M. Brand Storytelling: Put Customers at the Heart of Your Brand. / M. Rodriguez. – London : Kogan Page, 2020. – 232 p.
7. Schaffer N. The Age of Influence: The Power of Influencers to Elevate Your Brand Paperback / N. Schaffer. - N.-Y.: HarperCollins Leadership , 2020. – 288 p.

Additional

8. Carlson L. The journal of advertising: Historical, structural, and brand equity considerations / L. Carlson // *Journal of Advertising*. – 2019. - No 44(1). - P. 80-84.
9. Aliyev F. T. Luxury brands do not glitter equally for everyone / F. T. Aliyev // *Journal of Brand Management*. – 2018. - No 25(4). – P. 337–350.
10. Baxter, S.M., J. Ilicic, and A. Kulczynski. 2018. Roses are red, violets are blue, sophisticated brands have a Tiffany Hue: The effect of iconic brand color priming on brand personality judgments. *Journal of Brand Management* 25(4): 384–394.
11. Oliveira Santini, F., W.J. Ladeira, C.H. Sampaio, and D.C. Pinto. 2018. The brand experience extended model: A meta-analysis. *Journal of Brand Management*. <https://doi.org/10.1057/s41262-018-0104-6>.
12. Gutsatz, M., and K. Heine. 2018a. Luxury brand-building and development: New global challenges, new business models. *Journal of Brand Management* 25(5): 409–410.
13. Heine, K., G. Atwal, S. Crener-Ricard, and M. Phan. 2018. Personality-driven luxury brand management. *Journal of Brand Management* 25(5): 474–487.

Internet resources

14. Who is affected by brand management?. <https://digitalschoolofmarketing.co.za/blog/who-is-affected-by-brand-management/>
15. How You Create a Successful Brand Management Strategy and Process
<https://filestage.io/blog/brand-management/>
16. 8 biking dynamics that teach brand management basics.
<https://brandequity.economictimes.indiatimes.com/news/marketing/8-biking-dynamics-that-teach-brand-management-basics/74767563>
17. Course Brand Management. PLS of S. Kuznets HNUE.
<https://pns.hneu.edu.ua/course/view.php?id=4318>