

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

**ЗАТВЕРДЖЕНО**

на засіданні кафедри маркетингу  
Протокол № 2 від 02.09.2024 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

**БРЕНДИНГ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань  
Спеціальність  
Освітній рівень  
Освітня програма

**07 Управління та адміністрування**  
**075 «Маркетинг»**  
**перший (бакалаврський)**  
**Маркетинг**

Статус дисципліни

Мова викладання, навчання та оцінювання

**вибіркова**

**англійська**

Розробник:  
к.е.н., доцент

Олена НЕБИЛИЦЯ

Завідувач кафедри  
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

Харків  
2024

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVED**

at a meeting of the department  
marketing  
Protocol № 2 of 02.09.2024

**AGREED**

Vice-rector for educational and methodical work



Kalina NEMASHKALO

**BRANDING**

**Program of the course**

Field of knowledge **07 Management and administration**  
Specialty **075 «Marketing»**  
Study cycle **first (bachelor)**  
Study programme **Marketing**

Course status **elective**  
Language **English**

Developers:  
PhD (Economics),  
Associate Professor

Olena NEBYLYTSIA

Head of the Marketing  
Department

Liudmyla GRYNEVICH

Head  
of Study Programme

Olena NEBYLYTSIA

**Kharkiv  
2024**

## INTRODUCTION

The role of branding in the modern world is extremely important, because a properly built brand is based on simple human values, therefore, it is close and understandable to everyone, and deep analytics, which means a detailed study of the behavioral motives of consumers when making a decision to purchase a product. The mass market is a thing of the past; people strive to be special, showing their individuality by purchasing unique things.

The systematic process of influencing consumers with the aim of making a purchase, repeating it in the future and further commitment to the brand is called branding.

A brand is a key tool for a company's long-term success in the market. This necessitates the creation of effective marketing management in such a process that begins with the selection of the target market and ends with the main result - the acceptance of the brand by consumers. Successful global companies demonstrate the features of the process of building strong brands and effectively managing them.

The purpose of the course: to form in students a system of professional competencies in using the basics of branding, methods of its organization for effective management at the level of the main link of social production - the enterprise; to acquire the necessary set of theoretical and practical knowledge to solve specific economic problems at the current stage of economic development. To achieve the goal, the following main tasks are set:

- to familiarize students with the theoretical and methodological foundations of branding;

- to study the essence, forms and mechanisms of brand communication formation as an integral category;

- to orient in the sociological and communicative dimensions of branding;

- to study the main approaches and features of planning and modeling brand development;

- to master the skills of analytical, creative and innovative activities both in creating and managing a brand.

The object of study is the process of forming, using and developing product and enterprise brands.

The subject of the course is the forms of identifying economic laws and patterns of branding development in the activities of an enterprise, methods, mechanisms, methodological approaches and practical experience of using brands by enterprises in modern conditions.

The learning outcomes and competencies that the course forms are defined in Table. 1.

Table 1

### Learning outcomes and competencies formed by the course

| Learning outcomes | Competencies      |
|-------------------|-------------------|
| LO3               | GC 4, GC 6, GC 7  |
| LO 7              | GC 8, GC 9, GC 11 |
| LO 8              | SC 5, SC 9        |
| LO 9              | SC 8              |
| LO 17             | GC 13, SC 12      |
| LO 19             | SC 15             |

where, GC4 - the ability to learn and master modern knowledge.

GC 6 - knowledge and understanding of the subject area and understanding of professional activity.

GC 7 - the ability to apply knowledge in practical situations.

GC 8 - the ability to conduct research at the appropriate level.

GC 9 - skills in using information and communication technologies.

GC 11 - the ability to work in a team.

GC 13 - the ability to work in an international context.

SC5 - the ability to correctly apply marketing methods, techniques and tools.

SC8 - the ability to develop marketing support for business development in conditions of uncertainty.

SC9 - the ability to use marketing tools in innovative activities.

SC12 - the ability to substantiate, present and implement the results of research in the field of marketing.

SC15 - the ability to develop creative marketing campaigns.

LO 3 - apply acquired theoretical knowledge to solve practical problems in the field of marketing.

LO 7 - use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.

LO 8 - apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

LO 9 - assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

LO 17 - demonstrate skills in written and oral professional communication in the state and foreign languages, as well as the proper use of professional terminology.

LO 19 - demonstrate skills in developing creative marketing campaigns.

## COURSE CONTENT

### **Content module 1. Theoretical principles of branding**

#### **Topic 1. The essence of a brand and the history of its evolution**

Definition of a brand and its key functions. History of the emergence and evolution of a brand. Types of brands

#### **Topic 2. Brand management strategies and their elements**

Definition and elements of brand strategy. Brand portfolio. Types of brand strategies.

**Topic 3. Stages of branding and brand management technologies**

Stages of the branding process. Technologies and models of brand management. Features of the formation of a personal brand.

**Topic 4. Planning the formation and development of a brand**

Sources of information 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 branding process.

**Content module 2. Practical aspects of branding**

**Topic 5. Analysis of brand formation and development**

Analysis of the brand life cycle. Stages of birth, growth, maturity and decline. Analysis of competitors and operating conditions of the brand owner company

**Topic 6. Positioning and branding**

Basic approaches to brand positioning. Features of positioning brands of goods and services. Brand positioning strategies

**Topic 7. Integrated communications in brand management**

Communication process and marketing communications. The essence of integrated marketing communications. Planning integrated marketing communications as the basis for brand development.

**Topic 8. Models of brand formation and development. Rebranding**

Basic models of brand development. Internal branding

The list of practical (seminar) studies in the course is given in Table 2.

Table 2

**The list of practical (seminar) studies**

| Name of the topic and/or task   | Content   |
|---|---|
| <b>Topic 1.</b><br>Task: "Tag Cloud"  | Preparing a tag cloud for the concept of "brand" and a visualized cloud   |
| <b>Topic 2.</b><br>Task: "The influence of brand elements on consumer perception of the brand"                | Complete the task of determining the impact of brand elements on consumer perception of the brand based on the given brand examples from each category. |
| <b>Topic 3.</b><br>Task: "Effectiveness of various branding tools for successful domestic and foreign brands" | Preparing a presentation on the success story of a domestic or foreign brand (of your choice).  |
| <b>Topic 4.</b><br>Task: "Brand Elements"   | Among the proposed brand names, find the names of their founders:   |
| Task: "Analysis of brand formation and development"   | Using one of the methods of competitive analysis or analysis of the external and internal environment, assess the brand's position and prospects.       |
| <b>Topic 5.</b>   | Prepare a presentation on the formation and development of the brand of several cities in Ukraine. Analyze, identify and                                |

|  |  |
|--|--|
| Task: “Branding of Ukrainian Cities”                                       | analyze the main elements of the branding of these cities and formulate storytelling.                                      |
| <b>Topic 6.</b><br>Task: “Brand Positioning”                               | Consider using the Unilever Brand Key model to position the selected brand. Conduct an analysis. Draw conclusions          |
| Task: "Calculating the established share of brand markets"                 | Completion of the task "Calculation of the established share of brand markets."  |
| <b>Topic 7.</b><br>Seminar "Integrated Communications in Brand Management" | Prepare a report on the topic "Integrated Communications in Brand Management"  |
| <b>Topic 8.</b><br>Task: “AIDA Model”                                      | It is necessary to choose any brand and analyze its advertising campaign according to the four criteria of the AIDA model. |

The list of self-studies in the course is given in table 3.

Table 3

### List of self-studies

| Name of the topic and/or task | Content   |
|-------------------------------|---|
| Topic 1.                      | Studying lecture material.<br>Preparation for practical classes.<br>Completion of the task; preparation of a presentation on the topic: "Tag Cloud"<br>Preparation for the exam.  |
| Topic 2.                      | Studying lecture material.<br>Preparing for practical classes.<br>Preparing for the exam.   |
| Topic 3.                      | Study of lecture material.<br>Preparation for practical classes.<br>Completion of an individual research task; preparation of a presentation on the topic: "The effectiveness of various branding tools for successful domestic and foreign brands."<br>Preparation for the exam. |
| Topic 4.                      | Studying lecture material.<br>Preparing for practical classes.<br>Preparing for the exam.   |
| Topic 5.                      | Studying lecture material.<br>Preparation for practical classes.<br>Completion of an individual research task; preparation of a presentation on the topic: "Branding of Ukrainian cities".<br>Preparation for the exam..  |
| Topic 6.                      | Studying lecture material.<br>Preparing for practical classes.<br>Preparing for the exam.   |
| Topic 7.                      | Study of lecture material.<br>Preparation for practical classes.<br>Preparation of a report on the topic "Integrated communications in brand management"<br>Preparation for the exam.   |

|          |   |
|----------|---|
| Topic 8. | Studying lecture material.<br>Preparation for practical classes.<br>Completion of an educational and research task; preparation of a presentation on the topic: "AIDA Model"<br>Preparation for the exam. |
|----------|---|

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## TEACHING METHODS

The main teaching method in the course is the explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. During the teaching of the the course, the use of active, game and interactive methods of learning and teaching is also provided - problem and mini-lectures (topic 1-8), group and game discussions (topic 1,3,6,8), work in small groups (topic 3,6), case studies (topic 2,3,5,6,8), presentations (topic 3,5), brainstorming (topic 2-4,6,7), etc.

## FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lecture, practical and seminar classes and is aimed at checking the level of preparedness of the student to perform specific work and is assessed by the sum of the points scored:

– for disciplines with a semester control form of an exam: the maximum amount is 60 points; the minimum amount that allows a student to take an exam is 35 points.

**Final control** includes semester control and certification of the student.

**Semester control** is carried out in the form of a semester exam. The semester exam is taken during the examination session.

The maximum amount of points that a student can receive during an exam is 40 points. The minimum amount at which an exam is considered passed is 25 points.

**The final** grade for a course is determined:

– for disciplines with a semester exam form of control - by summing up the points for current and final control.

The following control measures are used when teaching the course "Branding":

Current control: homework (20 points), modular control work (16 points), testing (24 points).

Semester control: Exam (40 points)

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

## **EXAMPLE OF AN EXAM TICKET**

Kharkiv Semen Kuznets National Economic University

First (bachelor's) level of higher education

Specialty "Marketing"

Educational and professional program "Marketing"

The course "Branding"

**EXAM TICKET No.**

### ***Task 1 (stereotypical) test (20 points)***

1. A trademark is:

a complex of components, the system-forming elements of which are identification signs and brand assets;

an underdeveloped brand;

a brand sign;

a brand;

the sum of external attributes and added value.

2. The consumer functions of a trademark include the functions of:

guarantee;

optimization;

sustainability;

social;

ideological.

3. The owner of a trademark solves the tasks with its help:

product identification;

clear market segmentation;

formation of corporate image;

building a system of internal communication of the company.

4. Branding is:

the process of creating and managing the development of a trademark;

creation of a trademark;

a set of stages of the trademark life cycle;

transformation of a weak trademark into a strong trademark.

5. The brand communication system includes:

strategic brand images;

brand face;

music jingle;

advertising;

brand character;

brand corporate colors.

6. Strategies (types) of brand development include:

brand - line;

brand - intermediary;

brand - umbrella;

brand - product;

brand guarantee.

7. The brand communication system is:

channels of transmitting key brand values to the consumer;

methods of providing feedback between consumers and brand owners;

a system of forming planned associations in consumers related to a particular brand;

information channels for "delivering" strategic brand images to end consumers.

8. Brand assets are:

Reliability;  
brand loyalty;  
brand popularity;  
brand reputation;  
sustainable brand characteristics.

9. A trademark is:

a brand name;

a registered designation in accordance with the established procedure that serves to distinguish goods and provides its owner with legal protection;

brand name

brand emblem

10. Brand equity is:

business reputation accumulated by a brand as a result of past marketing activities;

a monetary bonus that the brand owner receives from its buyer;

in the consumer's perception - the additional value that a product or service acquires by associating with a certain trademark;

market value of a trademark

***Task 2 (diagnostic) (6 points)***

Two brands compete on the market - clinics that provide paid medical services, "M" and "S". The loyalty of customers of the clinic "M" is estimated at 80%, the loyalty of customers of the clinic "S" is 60%. The market share of "M" has stabilized. It is necessary to calculate the established share of the markets of the respective brands, to build a matrix of switching customers to a competing clinic.

***Task 3 (heuristic) (14 points)***

Choose a famous brand and write a story about it using the following plot. Imagine that the brand is a person. She throws a party and invites her friends - other brands. Divide them into groups of guests who have common interests or traits. What are these groups, how do they differ, what do they have in common? Describe the appearance of the host and guests, their social environment. What would the brand look like in the form of an animal, a car? What might the brand think of you, what do you think of the brand? Draw its image.

Approved at the meeting of the Department of Marketing. The protocol No. of « »\_202..

Examiner                      PhD (Economics), Associate Professor Olena NEBYLYTSIA

Head of the Marketing  
Department

DSc. (Economics), Prof. Liudmyla GRYNEVICH

**Assessment criteria**

The examination ticket covers the course program and provides for determining the level of knowledge and degree of mastery of competencies by students. Each examination ticket consists of stereotypical (10 test tasks), for which the student can receive 20 points (2 points for each correct answer); a diagnostic task, for the completion of which the student can receive 6 points and one heuristic task - weighing 14 points. The tasks in the examination ticket involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the level of theoretical training of the student and the level of his competence in the course.

The following criteria are used to assess the level of compliance of students in solving practical tasks:

Diagnostic task. A score of 5.4 - 6 points is given if the practical task is completed correctly overall using a typical algorithm.

A score of 5.3-4.4 points is given if the task is completed in full, but there are inaccuracies in calculations, design; in the formulation of terms, categories, small arithmetic errors in calculations when solving; or provided that the task is completed by at least 70%.

A score of 4.3-3.6 points is given if the task is completed by at least 50% provided that it is properly designed; or provided that there are errors in calculations and design.

Heuristic task. A score of 12-14 points is given for the complete assimilation of the program material and the ability to navigate in it, the use of additional material, and manifestations of a creative nature. The student demonstrates conscious application of knowledge to solve practical situations. When performing a heuristic task, the student must draw correct conclusions regarding the proposed production situation and formulate his own recommendation for improving the problem. The design of the completed task must be neat.

A score of 10-11 points is given for the full completion of the task, but the lack of a creative approach and demonstration of knowledge of additional material. In general, the task is methodically completed correctly and neatly designed.

A score of 9-8 points is given for the partial ability to apply theoretical knowledge to solve practical tasks; provided that the task is partially completed, and the student demonstrated understanding of the main provisions of the material of the course when answering.

A score of 7 and less is given to the student for not mastering a significant part of the program material; If a student, when performing a heuristic task, applies the educational material without sufficient understanding and cannot complete the task correctly, he faces significant difficulties in analyzing economic phenomena and processes.

## **RECOMMENDED LITERATURE**

### **Main**

1. Johnson, M. Branding that means business: How to build enduring bonds between brands, consumers and markets / M. Johnson, & T. Misiasek. – The Economist Books, 2022.— 240 p.

2. Kotler F. Fundamentals of Marketing / F. Kotler, G. Armstrong. - 5th ed. – K.: Dialectics, 2020. – 880 p.

3. Aaker D. Branding: too often overlooked in disruptive innovation and social purpose arenas / D.Aaker //Journal of Brand Management. – 2023. – Vol. 30. P. 185-189.

4. Kudina A. Dominants of development of ukrainian clothing brands. Marketing Technologies of Business Development: monograph / Edited by Mykhailo

Oklander, Magdalena Wierzbik-Strońska. Katowice: Wydawnictwo Wyższej Szkoły Technicznej w Katowicach, 2020. 106–113 p.

5. Castaldi, C., and S. Mendonça. 2022. Regions and trademarks: Research opportunities and policy insights from leveraging trademarks in regional innovation studies. *Regional Studies* 56 (2): 177–189. Access: <https://www.tandfonline.com/doi/pdf/10.1080/00343404.2021.2003767>

6. Blyznyuk T. Theoretical aspects of branding for the development of brand management strategy at Ukrainian enterprises / T. Blyznyuk, O. Maistrenko // *Ukrainian Journal of Applied Economics and Technology*. – 2023. – Vol. 8. – № 1. – P. 150 – 158. Access: <http://www.repository.hneu.edu.ua/handle/123456789/29554>

### **Additional**

7. Martynenko M. Design as a key factor in brand building: value congruence and brand identity through design / M. Martynenko, N. Lysytsia, A. Martynenko and other // *Futurity Economics and Law*/ 2023. - Vol. 3. - No. 3. – P. 31-47. Access: <http://repository.hneu.edu.ua/handle/123456789/30206>

8. DeGrazia, C.A.W., A. Myers, and A.A. Toole. 2020. Innovation activities and business cycles: Are trademarks a leading indicator? *Industry and Innovation* 27 (12) : 184–203. <https://www.tandfonline.com/doi/abs/10.1080/13662716.2019.1650252>

9. Zrybnieva I. Sustainable Entrepreneurship: A Bibliometric Analysis of Digital Marketing Trends / I. Zrybnieva, K. Larina, O. Semenda. - *Futurity Economics&Law*. – 2023. - 3(2). – P. 174–198. Access: <http://repository.hneu.edu.ua/handle/123456789/35216>

10. Oklander M. Framing as a tool of influencer marketing in the management of marketing communications and brand representation / M. Oklander, M. Chaikovska, O. Shkeda // *ЕКОНОМІКА РОЗВИТКУ*. – № 3 (Т.21). – С. 15-26. Access: <http://repository.hneu.edu.ua/handle/123456789/33141>

11. Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2022. – 232 p.

### **Information resources**

12. Analytical portal on marketing communications Marketing Media Review. Access mode: <https://mmr.ua>.

13. Official website of the All-Ukrainian Advertising Coalition. Access mode: <https://vrk.org.ua>.

14. Best Global Brands. Rating of the most expensive brands of the world from Interbrand [Electronic resource]. - Access mode : <https://interbrand.com/best-global-brands/?filter-brandcountry=>

15. Fedoriv Agency. Офіційний сайт брендингової агенції [Електронний ресурс]. – Режим доступу: <https://fedoriv.com/>.

16. Official website of the Ukrainian Marketing Association [Electronic resource]. - Access mode : <https://uam.in.ua/en/home/>

17. Official website of the International Association of Marketing Initiatives [Electronic resource]. - Access mode : <http://mami.org.ua/>

18. Official website of the journal Marketing and Management of Innovations (MMI) - [Electronic resource] – Access mode : <https://mmi.sumdu.edu.ua/all-volumes-and-issues-of-mmi/>

19. Ministry of Digital Transformation of Ukraine. – Access mode: <https://thedigital.gov.ua/>

20. Lions Creativity Report 2024. Access mode: <https://www.canneslions.com/news/the-2024-lions-creativity-report-rankings-are-released>