

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY**

APPROVED

Director of B. Havrylyshyn
Education and Research Institute
of International Relations
Iryna IVASCHUK



2023

APPROVED

Acting Vice-Rector for Education and
Research
Viktor OSTROVERKHOV



« 29 »

2023

COURSE OUTLINE

“BRAND MANAGEMENT”

Degree of Higher Education – Master’s Degree

Field of Knowledge – 07 “Management and Administration”

Speciality – 073 “Management”

Educational and Scientific Program – “International Management”

Department of International Economic Relations

Form of study	Year	Semester	Lectures	Practicals	Ind. study	Training, CPIT	Self-instruction	Total	Exam (sem)	Exam-free credit (sem)
Full time	1	2	30	15	5	6	94	150	-	2

**Ternopil – WUNU
2023**

This course outline is authored by Oleksandra BRATKO, the Associate Professor the Department of International Economic Relations.

Approved at the meeting of the Department of International Economic Relations, minutes № 3 from 29.09.2023.

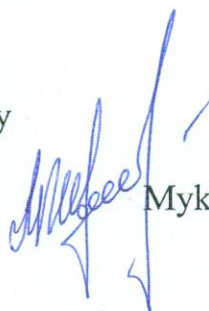
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Tetiana DLUHOPOLSKA

1. “BRAND MANAGEMENT”: COURSE STRUCTURE

Course description

Subject “ Brand Management ”	Field of knowledge, specialty, degree	Course description
ECTS Credits – 5	Field of knowledge – 07 “Management and Administration”	Elective course Language of instruction English
Number of credit modules – 3	Speciality – 073 “Management”	Year: <i>Full time – 1</i> Semester: <i>Full time –2</i>
Number of content modules – 2	Degree - Master`s Degree	Лекції: <i>Full time – 30 hrs.</i> Seminars: <i>Full time – 15 hrs.</i>
Total number of hours –150	ERP «International Management»	Self-instruction: <i>Full time – 94 hrs.</i> Training, CPIT: <i>Full time - 6 hrs.</i> Individual study: <i>Full time – 5hrs.</i>
Hours per week: –10 , contact hours – 3 hrs.		Type of final assesment – exam-free credit

2. Course aim, objectives, and learning outcomes

2.1. The aim of the course

The "Brand Management" course **aims** to shape students' theoretical and practical knowledge in brand management, necessary to achieve commercial goals in the market activities of enterprises.

2.2. Learning objectives.

The learning objectives of "Brand Management" course:

The "Brand Management" course aims to achieve the following objectives:

- provide students with a comprehensive understanding of the brand management system;
- help students learn the terminology used in brand management;
- develop an understanding of the theoretical foundations of strategic brand management;
- create an awareness of the principles and models of brand creation;
- build the ability to define tasks and methods of marketing research, and choose the right market segmentation criteria for successful brand positioning;
- teach the formula and principles of successful brand positioning;
- develop an understanding of the various approaches to brand management;
- provide knowledge and skills in brand portfolio management;
- teach the features of internet branding;
- create an awareness of the system of integrated brand communications and the ability to use marketing tools to create and promote a brand;
- develop an understanding of the organizational forms of brand management, the role of the brand manager in the enterprise, and the relationship between corporate culture and branding;
- teach the basic models and methods of economic forecasting brand valuation;
- teach the basics of legal protection of brands;
- provide a foundation for applying the acquired theoretical knowledge in practical activities.

"Brand Management" course content

Content module 1. Modern branding trends and the essence of brand management. Branding in the system of strategic management. Marketing research and segmentation in branding. Creating and positioning a brand. Brand portfolio management.

Topic 1: Branding in modern conditions. The essence and content of brand management.

The main concepts and ways of branding development. The main stages in the development of branding. The concepts of "brand", "trade mark", and "trademark symbol". Classification of brands. Advantages of brands. Modern branding trends. Brand management as a specific function of modern management. Integrated nature of the brand management function. Methods of strategic, operational and administrative-organisational brand management, principles of brand management. Concepts of brand management. The scientific basis of brand management. Brand management as a system.

Topic 2. Branding in the strategic management system

Stages and stages of branding. Schematic diagram of branding. Justification of branding activities. Branding design. Strategic and operational branding plans.

Topic 3. Marketing research and segmentation in branding

The main directions and methods of marketing research in branding. Updating research on consumer motives, needs and wants. The main criteria for audience segmentation. Motivational analysis. Formation of the demand for a brand.

Topic 4. Creating and positioning a brand

Basic models and principles of brand creation. Attributes, benefits, values, personality and essence of the brand. Hierarchy of human needs in creating a brand model. Name formation in branding. The essence and components of positioning, positioning formula. Positioning maps. Strategies and types of positioning. International brand positioning. Corporate positioning

guidelines and their role in developing brands in local markets. Principles of brand positioning. Repositioning of the brand.

Topic 5. Brand portfolio management

Approaches to brand management: branding models. Goals, objectives and basic principles of brand portfolio management. Strategic branding opportunities. Price factor in brand expansion. Cannibalism and image dilution. The strategic importance of brands in the corporate portfolio. Architecture of brands. The system of sub-brands. Marketing tools in the analysis of strategic opportunities and the role of brands.

Content module 2: Integrated brand communications. Internet branding. Brand capitalisation. Organisational and legal aspects of brand management

Topic 6: Integrated brand communications. Internet branding

The essence and components of the communication complex. The concept of integrated brand communications. Stages of brand communications development. ATL and BTL technologies in brand communications. Principles of integrated brand communications. Creating a brand image. Corporate identification. Development of brand loyalty programmes. Internet as a new branding environment. Creating brands in the global network: marketing complex of Internet brands. The 7C model. Brand community on the Internet. Internet branding strategies. Development of loyalty to the Internet brand.

Topic 7. Brand capitalisation

Brand capital: concept and essence. The structure of the company's assets. Brand audit. Studying brand development: models and methods of economic forecasting, brand valuation.

Topic 8: Organisational aspects of brand management

Traditional and modern approaches to the development of organisational structures. The cross-functional approach to managing company brands. Organisational forms of branding. The role of the brand manager in the organisation of brand management. Corporate culture and branding.

Topic 9: Legal aspects of brand management

The problem of intellectual property in branding: means, methods and forms of brand protection. The problem of falsification and imitation in branding. International system of brand protection and enforcement. Legal protection of brands in Ukraine.

4. «Brand Management» course credit structure

Програма змістовних модулів	Кількість годин					
	Lectur es	Seminars	Self- instructio n	Ind.stu dy	Training session, СПІТ	Assessme nt
Content module 1. Modern branding trends and the essence of brand management. Branding in the system of strategic management. Marketing research and segmentation in branding. Creating and positioning a brand. Brand portfolio management.						
1. Branding in modern conditions. The essence and content of brand management.	2	1	9	1	3	tests, in-class assessment
2. Branding in the strategic management system	2	1	9			development of a branding plan
3. Marketing research and segmentation in branding	4	2	9	1	3	business case
4. Creating and positioning a brand	4	2	9			practical assignment
5. Brand portfolio management	4	2	9	1	3	tests, case
Content module 2: Integrated brand communications. Internet branding. Brand capitalisation. Organisational and legal aspects of brand management						
6. Integrated brand communications. Internet branding	4	2	9	1	3	colloquium
7. Brand capitalisation	4	2	9			problem solving
8. Organisational aspects of brand management	4	2	9	1	3	case
9. Legal aspects of brand management	2	1	9			business case
TOTAL	30	15	94	5	6	

5. Seminars

Seminar №1

Topic: The essence and content of brand management.

Objectives: To master theoretical brand management.

Points for discussion:

1. Brand management as a specific function of modern management.
2. The integrated nature of the brand management function.
3. Methods of strategic, operational and administrative-organisational brand management.
4. Principles of brand management. Concepts of brand management.

Topic: Branding in the strategic management system

Objectives: Mastering strategic branding plans.

Questions for discussion:

1. Scientific basis of brand management. Brand management as a system.
2. Stages and stages of branding. Schematic diagram of branding.
3. Justification of branding activities.
4. Designing branding. Strategic and operational branding plans.

Seminar №2

Topic: Marketing research and segmentation in branding.

Objectives: To master practical skills of conducting marketing research in branding.

Points for discussion:

1. The main directions and methods of marketing research in branding.
2. The main criteria for audience segmentation.
3. Motivational analysis. Formation of the need for a brand.

Seminar №3

Topic: Creating and positioning a brand

Objectives: To master the skills of creating and positioning a brand

Points for discussion:

1. Basic models and principles of brand creation.
2. Attributes, benefits, values, personality and essence of the brand.
3. Hierarchy of human needs in creating a brand model.
4. Formation of the name in branding.
5. The essence and components of positioning and position formula.
6. Positioning maps.
7. Strategies and types of positioning.
8. Principles of brand positioning.
9. International brand positioning.
10. Corporate positioning guidelines and their role in developing brands in local markets.
11. Brand repositioning.

Seminar №4

Topic: Brand portfolio management.

Objective: To learn how to analyse and develop strategic directions for the brand.

Points for discussion:

1. Approaches to brand management: branding models.
2. Goals, objectives and basic principles of brand portfolio management.
3. Strategic branding opportunities.

4. Price factor in brand expansion.
5. Cannibalism and image erosion.
6. Architecture of brands.
7. The system of sub-brands.

Seminar №5

Topic: Integrated brand communications. Internet branding

Objective: To learn how to create brands on the global network

Points for discussion:

1. The essence and components of the communication complex. The concept of integrated brand communications.
2. Stages of brand communications development.
3. ATL and BTL technologies in brand communications.
4. Creating a brand image.
5. Corporate identification.
6. Development of brand loyalty programmes.
7. Internet as a new branding environment.
8. Creating brands in the global network: marketing complex of Internet brands. The 7C model.
9. Brand community on the Internet.
10. Internet branding strategies.
11. Development of loyalty to the Internet brand.

Seminar №6

Topic: Brand capitalisation

Objective: To learn how to conduct a brand audit

Points for discussion:

1. Brand capital: concept and essence.
2. The structure of the company's assets.
3. Brand audit.
4. Studying brand development: models and methods of economic forecasting, brand valuation.

Seminar №7

Topic: Organisational aspects of brand management.

Legal aspects of brand management.

Objective: To learn how to form organisational aspects of brand management

Points for discussion:

1. Traditional and modern approaches to the development of organisational structures.
2. Cross-functional approach to company brand management.
3. Organisational forms of branding.
4. The role of the brand manager in the organisation of brand management.
5. Corporate culture and branding.

Seminar №8

Topic: Legal aspects of brand management.

Objective: To learn how to shape the legal aspects of brand management.

Points for discussion:

1. The problem of intellectual property in branding: means, methods and forms of brand protection.
2. The problem of falsification and imitation in branding.
3. International system of brand protection and enforcement. Legal protection of brands in Ukraine.

6. Complex practical individual task

The CPIT is an individual educational and research project focused on developing a brand plan. Students have the freedom to choose any brand of their choice and obtain approval from their teacher. Once a brand is chosen, the student must create and submit a written plan, which should include a well-defined structure.

Structure of the brand plan

1. Executive summary
2. Situational analysis
 - Brief background information;
 - SWOT analysis;
 - Review of the company's activities for the previous year;
 - Industry analysis;
 - Competitor analysis;
3. Brand positioning
 - Target consumers
 - Brand advantages
 - Individuality, brand image
 - Pricing strategy
4. Communication goals for the next year
5. Tactical plans
 - Integrated brand campaigns (IBC)
 - Independent activities not included in the IBC
6. Budget for the next year
7. Marketing research (recommended)
 - Research
 - Objective

Conclusions

7. Self-instruction

The list below contains questions for full and partial independent study:

№ п/п	Topics
1.	Modern branding trends.
2.	Branding in Ukraine.
3.	Methods of strategic, operational, administrative, and organisational brand management.
4.	Concepts of brand management.
5.	Scientific basis of brand management.
6.	Stages and stages of branding.
7.	Schematic diagram of branding.
8.	Branding design.
9.	Strategic and operational branding plans.
10.	The main directions and methods of marketing research in branding.
11.	Basic models and principles of brand creation.
12.	Attributes, benefits, values, personality and essence of the brand.
13.	Hierarchy of human needs in creating a brand model.
14.	Name formation in branding.
15.	The essence and components of positioning, positioning formula.
16.	Positioning maps.
17.	Strategies and types of positioning.
18.	Corporate positioning guidelines, their role in the development of brands in local markets.
19.	Approaches to brand management: branding models.
20.	Goals, objectives and basic principles of brand portfolio management.

21.	Cannibalism and image dilution.
22.	Architecture of brands.
23.	The system of sub-brands.
24.	The essence and components of the communication complex. The concept of integrated brand communications.
25.	Stages of brand communications development.
26.	Creating a brand image.
27.	Development of brand loyalty programmes.
28.	Internet branding strategies.
29.	Creating a brand image.
30.	Development of brand loyalty programmes.
31.	Brand capital: concept and essence.
32.	Study of brand development: models and methods of economic forecasting, assessment of brand value.
33.	Organisational forms of branding.
34.	The problem of intellectual property in branding: means, methods and forms of brand protection.
35.	The problem of falsification and imitation in branding.
	Total: 94 hrs.

8. Training session

Training session procedure

Topic: Developing different types of brand wheels

Procedure:

1. Analyse the attributes of the selected brand;
2. Based on the selected attributes, form different types of "wheels" of the selected brand;
3. Present the results of the formed brand wheels in a short report - a graphically depicted brand wheel with a detailed description of its components.

9. Assessment.

To ensure and to evaluate the student's progress in "International Contracts" the following assessment methods are used:

- in-class assessment;
- credit module testing;
- team projects;
- presentations;
- problems;
- module tests;
- CPIT assessment;

10. Criteria for in-class and final assessment

Evaluation method

The final grade of the course is calculated in the following manner:

The final "Brand Management" score (based on a 100-point scale) is a grade point average based on specific credit components:

Credit module 1	Credit module 2	Credit module 3
30%	40%	30%
In-class assessment (1-4 topics) – 10 points per topic - max. 40 points Module test (topics 1-4) – max. 60 points	In-class assessment (5-9 topics) 6 points per topic - max. 30 points Module test (topics 5-9) – max. 70 points	Individual Task preparation – max. 40points Individual Task Defence – max. 40 points Training session participation – max. . 20 points

Evaluation scale:

ECTS	POINTS	Evaluation
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	satisfactory
FX	35-59	unsatisfactory with the possibility of resit
F	1-34	unsatisfactory: mandatory course repeat

11. Equipment and resources

№	Type	TOPIC
1.	Flipchart	1-9
2.	Laptop	1-9
3.	Multimedia projector	1-9

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