

SUBJECT: **International Brand Management**

HOURS: 30

ECTS: 4

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| Name/title of the author: | |
| Course Description: | <i>Presentation and explanation of the practical and theoretical brand management terms, activities in business entities and other institutions operating in the markets.</i> |
| Learning Outcomes | <i>Ability to understand elements and make analyses of business environment for brand management issues.</i> <i>Skills in branding management plans creation and det.</i> <i>Understanding of the issues that brand management consists of and the role and responsibility of brand managers.</i> |
| Course Content: | <i>General characteristics of marketing as a business philosophy.</i> <i>Analysis of the elements of the marketing environment of companies.</i> <i>Specificity of the marketing of consumer goods, capital goods marketing and services marketing.</i> <i>The process of marketing in the company. Marketing-mix.</i> <i>Consumer behavior. Market Segmentation.</i> <i>Product marketing concept.</i> <i>Brand and the trade mark concepts. Genesis of brands.</i> <i>The identity and image of brands.</i> <i>The value of the brands. Brand Equity – selected models.</i> <i>Issues concerning the decision-making in branding. Brand strategies.</i> <i>Elements creating the image of a brand.</i> <i>Psychological aspects of brand recognition and evaluation among customers. Brand loyalty.</i> <i>Marketing activities and tools used in brand management.</i> <i>Brand positioning and re-positioning in the market.</i> <i>Measuring the value of brand equity. The value chain brand. Brand value rankings.</i> <i>Tools to build brands. Brand positioning in the market (consumer awareness). Re-positioning.</i> <i>Brand signs. Logos. Logotypes. Brand names. Archetypes of brands.</i> <i>No-logo brand strategy.</i> <i>The problem of unauthorized use of brands (counterfeiting brands & branded products).</i> |

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| | <p><i>The concept of brand life cycle.</i></p> <p><i>Branding in services.</i></p> |
| Methods of Instruction: | <p><i>Presentation of the basic brand management issues, along with relevant comments and examples taken from real business cases - a lecture with the use of MS Power Point slides.</i></p> <p><i>The students in teams consisting of up to 4 people are to solve short problem cases, designed to familiarize them with selected issues regarding "marketing management".</i></p> <p><i>Presentation of case studies - case studies illustrating selected aspects of the discussed subjects of lectures.</i></p> <p><i>Discussion on the marketing management issues with students.</i></p> |
| Assessment policy (examination); | <p><i>The final assessment is the outcome of marks obtained by students in the work carried out in small teams, and the results of final writing examination.</i></p> |
| Supporting materials | <p><i>Materials developed by the lecturer made available to students in the form of PDF files, to be downloaded from Moodle web page. Printed papers with case studies drawn from English language literature.</i></p> |
| References: | <p><i>Aaker D.A. Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage and Clarity; Simon & Schuster 2004.</i></p> <p><i>Harvard Business Review on Brand Management, Harvard Business Review, 1999.</i></p> <p><i>Hollis N., The Global Brand: How to Create and Develop Lasting Brand Value in the World Market, Palgrave Macmillan, 2010.</i></p> <p><i>Kapferer J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity), Kogan Page, 2012.</i></p> <p><i>Keller, K.L.: Strategic Brand Management, 3rd edition, Upper Saddle River, NJ: Prentice-Hall 2008.</i></p> <p><i>Kotler Ph., Keller K., Marketing Management, Pearson Education; 14th ed. 2011.</i></p> <p><i>Van Gelder S., Global Brand Strategy: Unlocking Branding Potential Across Countries, Cultures and Markets, Kogan Page, 2005.</i></p> <p><i>Wheeler A., Designing Brand Identity: An Essential Guide for the Whole Branding Team, John Wiley & Sons 2009.</i></p> |