**Course Syllabus**

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| Title of the course | | **Building a Strong Brand** | | | | | | |
| Title of the Academic Programme | | All Master Programmes | | | | | | |
| Type of the course | | Elective | | | | | | |
| Prerequisites | | - | | | | | | |
| ECTS workload | | 3 | | | | | | |
| Total indicative study hours | | Directed Study | | Self-directed study | | Total | | |
| 32 | | 76 | | 108 | | |
| Course Overview | | The discipline is focused on brands as key intangible assets of company. Students will gain knowledge on different aspects of brand, brand valuation and brand strategies. The goal of the course if to provide students with competencies that are necessary to create and use a strong brand. | | | | | | |
| Intended Learning Outcomes (ILO) | | Know key notions of new branding.  Understand the principles of implementation of brand strategies..  Able to evaluate brand efficiency.  Identify potential risks for brands | | | | | | |
| Teaching and Learning Methods | | The course consists of lectures (12 hours) and tutorials (20 hours). The tutorials involve student presentations (in small groups), problems solving, case analysis and the individual assignment (project). | | | | | | |
| Content and Structure of the Course | | | | | | | | |
| **№** | **Topic / Course Chapter** | | **Total** | | **Directed Study** | | | **Self-directed Study** |
| **Lectures** | | **Tutorials** |
| 1 | Brand: Basic notions   * Nature of brand * Evolution of brand * Main aspects of brand * Brands and trade marks * Types of brands | | 17 | | 2 | | 2 | 13 |
| 2 | Brand creation   * Positioning and repositioning * Brand attributes * Brand identity * Brand communications | | 17 | | 2 | | 2 | 13 |
| 3 | Brand capital   * Factors of brand capital * Value proposition of different markets * Brand loyalty | | 20 | | 2 | | 4 | 14 |
| 4 | Evaluation of brands   * Factors of brand value * Brand valuation * Interbrand model | | 20 | | 2 | | 4 | 14 |
| 5 | Brand portfolio   * Hierarchy of brands * Brand architecture * Interaction of brands | | 20 | | 2 | | 4 | 14 |
| 6 | Brand strategies   * Brand life cycle * Brand extension * Umbrella brands * Cannibalization of brands * Rebranding * Co-branding * Franchising and licensing * Liquidation of brands | | 20 | | 2 | | 4 | 14 |
| **Total study hours** | | | 114 | | 12 | | 20 | 82 |
| Indicative Assessment Methods and Strategy | | Students’ progress will be measured by students’ activities in making team’s project (50%) and a final exam.  The final exam will take the form of defending projects that amounts to 50% of the final grade.  **Assessment**   |  |  |  | | --- | --- | --- | | **Type of testing** | **Form of testing** | **Parameters** | | | **Current (50%)** | Homework | Presentation the research’s results by home task | | **Final (50%)** | Exam | Final presentation of student teams’ project |   **Tasks to seminars:**   1. Describing and explaining your choice of company based on the first lecture materials 2. Identification of attributes of the brand of the chosen company 3. Analysis of brand capital of the chosen company 4. Factors of brand value of the chosen company 5. Analysis of the company’s brand portfolio 6. Analysis of company’s brand strategy | | | | | | |
| Readings / Indicative Learning Resources | | **Main textbook**  Aaker, David (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name, New York, The Free Press.  **Additional readings**  Aaker, David (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name, New York, The Free Press.  Aufreiter, Nora A., Elzinga, David, Gordon, Jonathan W. (2003), Better Branding, The McKinsey Quarterly, No.4.  Court, David C., Narasimhan, Laxman, Gordon, Jonathan, Elzinga, Dave “Building Strong Brands Better, Faster, and Cheaper”, McKinsey Marketing Solutions.  de Chernatony, L. (2010) From Brand Vision to Brand Evaluation, Butterworth-Heinemann, Oxford.  Keegan, W.J. and Green, M.C. (2011) Global Marketing, Pearson Education, London.  Kotabe, M. and Helsen, K. (2011) Global Marketing Management, 4th Edition, John Wiley, US | | | | | | |
| Academic Support for the Course | | For achieving targets of discipline teachers need to be integrated into an interconnected set of content of lectures, seminars and independent work of masters. The aim of the discipline, as mentioned earlier, is the formation of universal and professional competences in the field of FinTech’s development of companies. | | | | | | |
| Facilities, Equipment and Software | | For the successful development of the discipline, the student uses the following software: Microsoft Office package (Word, Excel, PowerPoint), Acrobat Reader.LCD projector | | | | | | |
| Course Instructors | | Ivan Kotliarov | | | | | | |