



Syllabus of the course «Brand Management»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the second (master's) level of higher education</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>1 year of study 2 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours. Practical studies – 20 hours. Laboratory studies – 0 hours. Self-study – 110 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Management, Logistics and Innovation, auditorium 225, phone: (057) 702-02-65, website: www.kafmli.hneu.edu.ua</i>
Teaching staff	<i>Maryna Viktorivna Martynenko , DSc(Economics), Prof.</i>
Contacts	<i>Maryna.martynenko@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills:	
<i>of the discipline is to let students form a combination of knowledge and skills about the modern concept of brand management, about the conditions, mechanism and tools of its use in the activities of enterprises.</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Content module 1. Theoretical bases of brand management and stages of branding	
Theme 1. Essence of the brand and history of its evolution	
Theme 2. Brand-management strategies and their elements	
Theme 3. Branding stages and brand management technologies	
Theme 4. Planning brand formation and development	
Theme 5. Analysis of brand formation and development	
Content module 2. Practical aspects of brand management	
Theme 6. Positioning and brand management	
Theme 7. Integrated Communications in Brand Management	
Theme 8. Models of formation and development of the brand. Rebranding	
Theme 9. Legal bases of branding and its features in different spheres	



Theme 10. Brand capital and its measurement

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program