



Syllabus of the educational component Program of educational discipline



BRAND MANAGEMENT

Code and name of specialty

075 - Marketing

Institute

Institute of Economics, Management and International Business

Educational program

Marketing

Chair

Marketing (201)

Educational level

second (master's)

Type of discipline

special (professional) training; mandatory

Semester

1

Language of teaching

English

Teachers, developers



Oleksandr Petrivna Kosenko

Oleksandra.Kosenko@khpi.edu.ua Doctor of Economic Sciences, Professor, Professor of the Department of Marketing of NTU "KhPI"

Author and co-author of more than 150 scientific and methodical publications. Leading lecturer of the courses "Marketing", "Brand Management", "Social and Ethical Marketing", "Marketing of an Industrial Enterprise", "SMM and Advertising". Work experience - more than 20 years.

[Learn more about the teacher on the department's website](#)

General information

Abstract

the course is focused on the study of the methodological foundations of brand management, the main concepts of trademark and brand management and the possibilities of their application in practice. The principles of branding are clarified; brand architecture and portfolio; features of trademark and brand development planning. Understanding the mechanisms of brand management and motivations of consumer behavior in different types of markets is important in the context of studying the course. It is proposed to use highly specialized techniques of brand management suitable for individual markets in modern conditions.

Purpose and objectives of the disciplines

Mastering the technology of creating trademarks, researching the problems of creating a trademark, forming brand capital, determining the value of a trademark and brand, studying theoretical and practical aspects of trademark management.

Format of classes

Lectures, practical classes, consultations. Individual calculation task. final control - exam.

Competences

GC1. Ability to make informed decisions. ZK2. Ability to generate new ideas (creativity). ZK5. Interpersonal skills.

SC3. Ability to conduct independent research and interpret their results in the field of marketing.

SC4. The ability to apply a creative approach to work by profession.

SC6. The ability to choose and apply effective means of managing marketing activities of a market entity at the level of an organization, division, group, network.

Learning outcomes

R5. Present and discuss the results of scientific and applied research, marketing projects in national and foreign languages.

R8. Use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.

R9. Understand the essence and features of using marketing tools in the process of making marketing decisions.

R10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.

Scope of the discipline

The total volume of the discipline is 120 hours (4 ECTS credits): Lectures - 32 hours, practical classes - 16 hours, independent work - 48 hours.

Prerequisites for studying the discipline (prerequisites)

To successfully pass the course, you must have knowledge and practical skills in the discipline: "Marketing".

Features of the discipline, methods and technologies of education

Lectures are conducted interactively using multimedia technologies. In practical classes, a project approach to learning, case methods are used, emphasis is placed on the students' interaction, dialogue, and discussion. Study materials are available to students via Outlook, Teams.

Program of educational discipline

Topics of lectures

Topic 1. History of branding. Basic concepts.

Purpose, tasks and subject of the course

Trademark. Trademark. Prerequisites for the emergence of a brand.

Topic 2. Attributes of a trade mark. Perception of trademark attributes. Trademark attributes. Perception of trademark attributes.

Definition of a trademark. The essence of the trademark. Trademark values. Classification of trademarks.

Topic 3. Brand creation process Brand definition. The

essence of the brand. Classification of brands

according to various characteristics.

Topic 4. Vintage strategies and brand management strategies Brand strategies and brand management strategies Brand content as a communication process.

Brand management



Національний технічний університет
«Харківський політехнічний інститут»

Brand comparisons and benefits. Corporate and organizational branding culture.

Topic 5. The concept of brand positioning.

Marketing tools in brand development. Vintage identity and individuality of the brand.

Development of a system of brand values.

Topic 6. Integrated branding

Degree of brand loyalty. Switching to other brands. Study of brand loyalty

Topic 7. Evaluation of brand value.

Study of brand development. Brand management methods. Brand management effectiveness criteria.

Topic 8. Dimensions of brand depreciation.

Brand capital: levels, assets and values. Methods of evaluation of branded capital.

Topic 9. Brand loyalty, consumer behavior. Brand extension criteria.

The main advantages and disadvantages of brand extension.

Topic 10. Effective branding and formation of corporate culture The main motives for repositioning the brand. Brand repositioning methods.

Methodical approaches to brand repositioning

Topic 11. Corporate and organizational culture

Research methods and problems at the stage of development and competition of corporate and product brands.

Influence of consumers on the concept and development of leading brands. Signs and tests for determining the weakening of the brand

Topic 12. Legal bases of branding. Counterfeit components

Legal bases of branding. Counterfeit components.

Topics of practical classes

Topic 1. Emergence and development of trademarks.

Emergence and development of trademarks. Pyramid of brand values. Discussion of situational tasks

Topic 2. History and basic concepts in branding

Influence of consumers on the concept and development of leading brands. Discussion of situational tasks.

Topic 3. Concepts of branding (traditional, empirical, brand-building, etc.).

Procedures and the role of segmentation in branding. Discussion of situational tasks

Creative and psycho-technologies of the birth of brands

Topic 4. Development of brand identity and individuality.

Development of brand attributes. Loyalty formation program.

Topic 5. Vintage strategies. Evaluation of the value of Ukrainian

brands. Solving situational tasks

Topic 6. Rebranding of the trademark Methodical

approaches to brand expansion Solving situational problems

Topic 7. Analysis of errors in creative technologies and communications when creating new brands. Solving situational tasks

Topic 8. Presentation of projects on individual tasks

Presentation of projects on individual tasks

Topics of laboratory work

Laboratory work within the discipline is not provided

Independent work

Students' independent work includes: Taking notes

- and studying the prescribed literature; Development of
- lecture material;

Brand management



- Acquaintance with the experience of marketing activities of industrial enterprises; Study of relevant regulatory and legislative acts;
- Collection of information for the performance of individual tasks;
- Study of marketing research methods and necessary calculations; Solving situational problems;
- Preparation for the exam.

Individual tasks are one of the forms of organizing the educational process, which creates conditions for the realization of the student's creative abilities, takes into account his preferences and inclinations.

An individual task involves the analysis of material on a chosen topic and the development of one's own project

The scope of the presentation depends on the creativity of the student's approach. The main stages of developing your own project:

1. Analysis of Ukrainian and foreign trademarks of the selected category of goods
2. Evaluation of TM-competitors and building a positioning field
3. Development of a trademark

The main feature of the work is its practical orientation. The purpose of practical classes and the performance of an individual task is to work out the main theoretical and methodological provisions of the discipline, to teach students how to solve practical tasks

Literature and educational materials

Basic literature

1. Інтелектуальна власність: магістерський курс. Підручник / за ред. проф. Перерви П.Г., проф. Борзенка В.І., доц. Кобелевої Т.О.- Харків : НТУ «ХП», 2019.- 1002 с. (розділ4 - Засоби індивідуалізації в підприємстві і торгівлі) <http://repository.kpi.kharkov.ua/handle/KhPI-Press/41572>
2. Управління інноваційною діяльністю: магістерський курс : підручник. Ч. 2 / П. Г. Перерва [та ін.] ; ред. П. Г. Перерва [та ін.]. – Харків : НТУ "ХП", 2011. – 623 с (розділ 9. Брендінг с.15-80)
3. Wheeler Alina. Designing brand identity : an essential guide for the entire branding team. Fifth edition. Wiley, 2018. 339 P. URL : <https://ru.bok2.org/book/3420147/d526e8?dsource=recommend>

Supporting literature

4. Brand basics. DHL URL : <https://www.dpdhl-brands.com/dhl/en/guides/brandbasics/brand-strategy.html>.
5. Brand Development Process at DHL. URL : <https://www.grantmarketing.com/strategy/brand-development/>.
6. Devil's Rope Museum. «History of Cattle Brands». URL : <http://www.barbwiremuseum.com/cattlebrandhistory.htm#TOP>].
7. Fischer M., Giehl W., Freundt T. Managing Global Brand Investments at DHL. Journal article. 2011. URL : <https://www.jstor.org/stable/23016178?seq=1>.
8. Hitesh Bhasin. Marketing Strategy of DHL Hitesh Bhasin. 2019. URL : <https://www.marketing91.com/marketing-strategy-dhl/>.
9. Johnson D. Information Please® Database «Trademarks. A history of a billiondollar business». URL : <http://www.infoplease.com/spot/trademarks1.html>.
10. Pierce M. Product Placement History - The Early Beginnings. Mildred Pierce. URL : <https://web.archive.org/web/20061206032132/.html>
11. Carson, M. Introduction to personal branding: 10 steps toward a new professional you / M. Carson. - Delightful communications, 2016.

Evaluation system

Criteria for evaluating student performance and distribution of points

Final assessment:
30 points - performance of practical classes during the semester; 30 points - current testing theoretical knowledge; 20 points - defense of an individual calculation task; 20 points - credit (final test)

Rating scale

Sum points	National assessment	ECTS
90–100	Perfectly	A
82–89	Fine	B
75–81	Fine	C
64–74	Satisfactorily	D
60–63	Satisfactorily	E
35–59	Unsatisfactorily (additional required study)	FX
1–34	Unsatisfactorily (need to repeat study)	F

Norms of academic ethics and policy of the course

The applicant must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": show discipline, education, benevolence, honesty, responsibility. Conflict situations should be openly discussed in study groups with the teacher, and if it is impossible to resolve the conflict, it should be brought to the attention of the employees of the institute's directorate. Regulatory and legal support for the implementation of the principles of academic integrity of NTU "KhPI" is posted on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Coordination

Syllabus agreed

28.08.2023



Head of
Department
Diana RAIKO

28.08.2023



Guarantor OP
Oleksandr KOSENKO