



Syllabus of the educational discipline «Brand Management»

Branch of Knowledge	<i>All</i>
Specialty	<i>All</i>
Educational level	<i>First (Master)</i>
Type of discipline	<i>Elective</i>
The language of teaching, learning and rating	<i>English</i>
Year / semester	<i>1 year, 1 semester</i>
Number of credits ECTS	<i>Number of credits according to curriculum 5</i>
Distribution of hours by forms of the educational process and types of training	<i>Lectures – 20 hours</i>
	<i>Practical classes – 20 hours</i>
	<i>Individual work – 110 hours</i>
Semester control form	<i>Test</i>
Department	<i>Management, Logistics and Economics , room 225, 702-02-65, http://www.eeml.hneu.edu.ua/</i>
Teacher' contacts	<i>Martynenko Maryna, DSc(Economics), Prof.</i>
Contact Information teacher	Maryna.martynenko@hneu.net
Days of educational classes	<i>Lectures: according to the actual schedule Practical classes : according to the actual schedule</i>
Consultations	<i>By arrangement remotely on the platform Meet, Zoom</i>

Purpose of the discipline:

The purpose 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.

Structural-logical scheme of discipline study

Prerequisites	Postrequisites

Content of the discipline

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



Material and technical support (software) of the discipline

multimedia equipment, Zoom, Moodle(PLS)

Assessment forms and methods

The system of assessment of the formed competencies takes into account the types of classes, which include lectures, practical (seminar) classes and laboratory works, as well as independent work.

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

Current control carried out during the semester during practical (seminar) classes and independent work is assessed by the sum of points scored.

The maximum possible number of points for the current and final control during the semester - 100 and the minimum possible number of points - 60.

More detailed information on the assessment and accumulation of points in the discipline is given in the work plan (technological map) of the discipline.

Policies of academic discipline

The teaching of the academic discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, plagiarism, deception, bribery, biased evaluation. For violation of academic integrity, students of education are subject to the following academic responsibility: repeated assessment of the corresponding type of educational work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.