



Syllabus of the course
«Brand design and communication technologies»

Specialty	<i>D5 Marketing B2 Design</i>
Study Programme	<i>Digital marketing and design</i>
Study cycle (Bachelor, Master, PhD)	<i>Second (master)</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>1st academic year, 1st semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 14 hours. Practical studies – 26 hours. Laboratory studies – 0 hours. Self-study – 110 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of Creative Management and Design room 305 of the first building website: https://cmd.hneu.edu.ua/</i>
Teaching staff	<i>Tatyana Pavlivna Blyznyuk, Doctor of Sciences in Economics, Professor</i>
Contacts	<i>Blyznyuk T. P. tetyana.blyznyuk@hneu.net</i>
Course schedule	<i>Lectures: due to timetable Practical studies: due to timetable</i>
Consultations	<i>At the Department of Creative Management and Design, offline, according to the schedule, individual PNS chat.</i>

Learning objectives and skills :

is to develop advanced, interdisciplinary competencies in creating, managing, and communicating brands by integrating strategic marketing, visual design, and contemporary digital technologies. The course is designed to equip Master’s students with the ability to conceptualize brand identity, design coherent visual systems, and implement effective communication strategies across traditional and digital environments.

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	<i>Conceptual design COURSE THESIS: Conceptual Design COMPREHENSIVE TRAINING: Creative Project Management UNDERGRADUATE INTERNSHIP THESIS</i>

Course content

Content module 1. Conceptual and Creative Foundations of Branding

Topic 1. Theoretical Foundations of Branding and Brand Design

Topic 2. Visual Identity Systems and Design Strategy

Topic 3. Strategic Brand Management and Evaluation

Content module 2. Digital Communication Technologies and Brand Interaction

Topic 4. Brand Communication and Storytelling

Topic 5. Digital Ecosystems and Omnichannel Brand Communication

Topic 6. Data-Driven and AI-Powered Brand Communication

Teaching environment (software)

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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; competent tasks on topics, individual project.

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

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.

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.