

Додаток 1

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
S.KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

"APPROVED"
Deputy Head (vice-rector for scientific and
pedagogical work)

" _____ " _____ 20

Brand Management
(name of the discipline)

Branch of Knowledge **All**
Specialty **All specialties**
education level **Secondary (master's degree)**
Educational Program **All**

Type of discipline **Elective**
Language of teaching, learning and grading **English**

Head of the Department Management
Logistics and Economics

Prof. Iastremska O.M.

Kharkiv
S. Kuznets KhNEU
2020

APPROVED
at the meeting of the Department Management
Logistics and Economics
Protocol No. 5 dated 16.11.2019

Developers:
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Logistics and Economics

**List of renewal and re-approval of the
work program of academic discipline**

| Academic year | Date of the meeting of the department - developer of the RPND | Protocol Number | Signature of the Head of the Department |
|---------------|---|-----------------|---|
| 2020/2021 | 12.11.2020 | 5 | |
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1. Introduction

The program of studying the discipline "Brand Management" is compiled according to the educational and professional program of masters training in the specialty "Management".

The subject of the study of the discipline is the forms of identification of economic laws and regularities of the development of branding in the economic activity of the enterprise, methods, mechanisms, methodological approaches and practical experience of using brands by industrial enterprises in modern conditions of management in Ukraine and developed market countries of the world.

Interdisciplinary connections: The study of the discipline "Brand Management" is a part of the cycle of professional training of specialists at the educational level "Master" and is based on knowledge of such disciplines as "Fundamentals of Management", "Finance", "Enterprise Economics", "Marketing", "Strategic Management".

The curriculum consists of the following content modules:

1. The theoretical basics of brand management and the stages of branding.
2. Practical aspects of brand management

The purpose and tasks of the discipline

The purpose of the teaching of the discipline "Brand Management" is the formation of a system of professional competences for students with the use of the bases of branding, methods of its organization for effective management at the level of the main element of social production – the enterprise; acquiring the necessary set of theoretical and practical knowledge for solving specific economic problems at the present stage of economic development.

The main tasks of the study of the discipline "Brand Management" is the formation by the students of the scientific worldview and special knowledge on the identification of economic laws and regularities of the development of branding in the economic activities of the enterprise, familiarization with the practical experience of using brands by industrial enterprises in the modern conditions of management in Ukraine and developed market countries of the world.

According to the requirements of the educational-professional program, the applicant of the educational degree "Master" acquires the following competencies

Know:

subject, purpose and task of brand management of corporate management;
place and role of brand management in the overall enterprise management system;
external and internal factors influencing the formation and use of brands;
international trends of brand management development;
characteristics and elements of brand models;
economic and legal bases of the work of brand managers;
stages of formation and promotion of brands;
DNA component of the brand;
indicators of the nature and indicators of brand strength;
methods for evaluating brand capital;
main trends of brand management development;
types of virtual brands;
rules for effective use of virtual brands;
procedure for the formation of virtual brands.

They must be able:

develop concepts of brand products and enterprise;
 substantiate and use certain brand models for a particular type of product or enterprise;
 form an effective DNA brand by the elements;
 determine indicators of cognitive and emotional measurement of brand strength;
 use the tools of strategic and tactical mapping of brands;
 determine the value of brand capital by all existing methods;
 substantiate and choose strategies of brand use;
 substantiate and use certain types of virtual brand.
 develop guidelines for the position of brand manager and provisions for the department of brand development and promotion.,
 150 hours of 5 credits of ECTS are allocated for studying the discipline

| | | |
|------------------------|------------|-----|
| Year | 1M | |
| Semester | 1 | |
| Number of credits ECTS | 5 | |
| Auditory studies | lectures | 20 |
| | practical | 20 |
| | laboratory | - |
| Independent work | | 110 |
| Form of final checking | credit | |

Structural-logical scheme of studying the discipline:

| | |
|--------------------------|---------------------------|
| Previous disciplines | The following disciplines |
| Marketing | Marketing of Innovations |
| Management | Management of Development |
| Economics of Enterprises | |
| | |

2. Competence and results of studying a discipline:

| Competency | Learning results |
|--|--|
| Ability to use branding in the management of marketing activity. Be able to create a brand and evaluate its potential. Be able to develop a communication marketing concept. Ability to organize branding work. | skills to apply in practice brand research methods, branding, and their impact on product success, methods of business communication analysis in business; |
| | brand training and capacity building skills; |
| | the ability to develop typical patterns of writing brands in the channels of commodity circulation; |
| | practical skills to maintain viability and brand development; |

| | |
|---|--|
| | possession of the basics of managing the company's success on the basis of brands and branding; |
| | readiness to cooperate with colleagues, work in a team; |
| Be able to support livelihoods and brand development. | ability to make organizational and managerial decisions and willingness to feel responsibility for them; |
| Ability to provide modeling in branding management. | ability to assess the conditions and consequences of organizational and managerial decisions; |
| Ability to organize the positioning and repositioning of the brand. | ability to analyze the relationship between the company's functional strategies in order to prepare balanced management decisions; |
| Be able to differentiate branding communications. | readiness to participate in the development of the marketing strategy of the organization, to plan and implement measures aimed at its implementation; |
| Be able to develop branded strategies and policies. | |

3. Program 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

4. Evaluation of the results of teaching

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Evaluation of the developed competencies of students is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Evaluation of the Results of Students' Learning Based on the Accumulated Point-Rating System" of S. Kuznets KhNUE., control measures include:

current control carried out during the semester at lectures, practical, seminars, laboratory classes and is evaluated by the sum of the points scored (maximum amount - 100 points);

modular control carried out in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to get an integrated evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module;

final / semester control, conducted in the form of a test, according to the schedule of the educational process.

The procedure for carrying out the current evaluation of students' knowledge. Evaluation of student's knowledge during seminars, practical and laboratory classes and doing individual tasks is carried out according to the following criteria

understanding, degree of mastering of the theory and methodology of the problems under consideration; the degree of mastering of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speaking in the audience, ability to substantiate their position, generalize information and draw conclusions; arithmetic correctness of doing an individual and complex calculation task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating extracurricular independent work of students are as follows: depth and strength of knowledge, level of thinking, ability to systematize knowledge on specific topics, ability to make sound conclusions, possession of categorical apparatus, skills and techniques for doing practical tasks, ability to find necessary information, carry out its systematization and processing, self-realization at practical studies and seminars.

The final control of knowledge and competences of students in the discipline is carried out on the basis of a credit, the task of which is to check the student's understanding of the program material in general, logic and interrelations between the individual sections, ability to use the accumulated knowledge creatively, ability to formulate their attitude to a particular problem of the discipline etc.

The result of the credit is shown in the corresponding column of the exam's "Information on the record of success".

A student should be **considered certified** if the sum of the points obtained on the basis of the results of the final / semester credit of academic performance is equal to or exceeds 60.

The total score of the points for the semester is: "60 and more points are credited", "59 and less points are no credit" and entered in the "Record of Success" of the academic discipline.

5. Distribution of points by weeks

(specify means of evaluation according to the technological card)

| Themes of the content module | | | Lecture classes | Practical classes | Laboratory classes | Seminar classes | Creative task | Presentation | Express questioning | Testing | Written control work | Colloquium | Total |
|------------------------------|----------|---------|-----------------|-------------------|--------------------|-----------------|---------------|--------------|---------------------|---------|----------------------|------------|-------|
| Content module 1. | Theme 1 | week1 | 1 | 1 | | | | | | 2 | | | 4 |
| | Theme 2 | week 2 | 1 | 1 | | | | | | 2 | | | 4 |
| | Theme 3 | week3 | 1 | | | 6 | | | | 2 | | | 9 |
| | Theme 4 | week 4 | 1 | 1 | | | | | | 2 | 10 | | 14 |
| | Theme 5 | week 5 | 1 | 1 | | | | | | 2 | | | 4 |
| Content module | Theme 6 | week 6 | 1 | 1 | | | | | | 2 | | | 4 |
| | Theme 7 | week 7 | 1 | 1 | | | | | | 2 | | | 4 |
| | Theme 8 | week 8 | 1 | 1 | | | | | | 2 | 10 | | 14 |
| | Theme 9 | week 9 | 1 | 1 | | | | 30 | | 2 | | | 34 |
| | Theme 10 | week 10 | 1 | | | 6 | | | | 2 | | | 9 |
| | test | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | 100 |

6. Scale of grading: national and ECTS

| Total score for all types of educational activities | Score ECTS | Score on a national scale | |
|---|------------|--|------------|
| | | for exam, course project (work), practical studies | for credit |
| 90 – 100 | A | excellent | credited |
| 82 – 89 | B | good | |
| 74 – 81 | C | | |
| 64 – 73 | D | satisfactory | |

| | | | |
|---------|----|----------------|-----------|
| 60 – 63 | E | | |
| 35 – 59 | FX | unsatisfactory | no credit |
| 1 – 34 | F | | |

7. Recommended literature

Main

1. Келлер К. Л. Стратегический бренд-менеджмент: создание, оценка и управление марочным капиталом / К. Л. Келлер; пер. с англ. – [2-е изд.]. – М. : Издательский дом «Вильямс», 2005. – 704 с.

2. Ренделл Дж. Брендинг: краткий курс / Дж. Ренделл; пер. с англ. Р. Захарчева. – М. : ФАИР-ПРЕСС, 2003. – 216 с.

3. Стратегія ефективного брендингу : монографія / О. В. Кендюхов, С. М. Димитрова, Л. А. Радкевич, О. В. Кужилева – Донецьк : Вид. «Вебер» (Донецька філія), 2009. – 280 с.

4. Элвуд Я. 100 приемов эффективного брендинга / Я. Элвуд. – СПб. : Питер, 2002. – 368 с.

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Additional

5. Аакер Д. Создание сильных брендов / Д. Аакер. – М. : ИД Гребенникова, 2003. – 440 с.

6. Аакер Д. А. Стратегическое рыночное управление / Д. А. Аакер. – [6-е изд.]. – СПб. : Питер, 2002. – 544 с.

7. Д'Алессандро Д. Войны брендов: 10 правил создания непобедимой торговой марки / Д. Д'Алессандро. – СПб. : Питер, 2002. – 224 с.

8. Дэвис С. М. Управление активами торговой марки / С. М. Дэвис. – СПб. : Питер, 2001. – 272 с.

9. Капферер Ж.-Н. Бренд навсегда: создание, развитие, поддержка ценности бренда / Жан-Ноэль Капферер ; [под общ. ред. В. Н. Домнина; пер. с англ. Е. В. Виноградовой]. – М. : Вершина, 2007. – 448 с.

10. Кендюхов О. В. Ефективне управління інтелектуальним капіталом / О. В. Кендюхов : монографія. – НАН України, Інститут економіки промисловості; ДонУЕП, 2008. – 363 с.

11. Маркетинговий менеджмент : навч. посібн. / Ф. Котлер, К.Л. Келлер, А.Ф. Павленко та ін. – К. : Вид. «Хімджест», 2008. – 288 с.

12. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок / Ж.-Ж. Ламбен ; [под ред. В. Б. Колчанов; пер. с англ.]. – СПб. : Питер, 2004. – 800 с.

13. Смит П. Коммуникации стратегического маркетинга : учеб. пособ. / П. Смит, К. Берри, А. Пулфорд ; [под ред. проф. Л. Ф. Никулина; пер. с англ.]. – М. : ЮНИТИ-ДАНА, 2001. – 415 с.

14. Тесакова Н. Бренд и торговая марка: развод по-русски. Практика, опыт, технологи / Н. Тесакова, В. Тесаков. – СПб. : Питер, 2004. – 267 с.

15. Траут Дж. Большие бренды – большие проблемы! Учитесь на чужих ошибках / Дж. Траут. – СПб. : Питер, 2004. – 320 с.

Internet resources

1. Сервер Верховної Ради України. – Режим доступу : <http://www.rada.gov.ua>

2. ЛігаБізнесІнформ. – Режим доступу : <http://www.liga.net>

3. Нормативні акти України. – Режим доступу : <http://www.nau.kiev.ua>

4. Сайт Державного комітету статистики України. – Режим доступу: www.ukrstat.gov.ua (

5. Маркетинг журнал.ru. – Режим доступу : <http://www.4p.ru>

6. Advertology. Наука о рекламе. – Режим доступу : <http://www.advertology.ru>

7. Xecutive. Международное сообщество менеджеров. – Режим доступа : <http://www.e-xecutive.ru>
8. Реклама. Маркетинг. PR. – Режим доступа : <http://www.sostav.ru>