**1. Name of module:** Brand Management

**2. The unit code:** MTUB\_8\_DVF.02\_3

**3. Type module:** Variable

**4. Semester:** 1

**5. The volume of the module:** total hours - 90 (ECTS credits - 3); contact hours - 28 (including lectures - 14 hours, practical - 14 hours).

**6. Lecturer:** Poberezhets Natalia Borisovna

**7. Learning outcomes**:

Following the completion of the module a student **must:**

**know:** basic categories: brand management, branding, branding, identity brand strategy brand positioning, communications, brand management, model of brand building, organizational modelling to manage branding, "brand incubator" communication concept marketing strategy for brand development; use of branding in the management of marketing activity; brand creation and assessment of its potential; development of marketing concepts and communication; organization of works on branding; Support activities and development of brands; modelling in managing branding; positioning and repositioning of the brand; branding differentiation communications; development of branding strategies and policies.

**able to**: practice methods of brands, branding, and their impact on the success of the product, methods of analysis of business communications in business; acquire skills to prepare the creation of brands and models to assess their potential; develop templates brands in the writing trade channels; acquire practical skills to support the sustainability and development of brands; know the basics of management success based on Bren-ing and branding.

**8. Method of delivery:** auditorium classes

**9. Necessary preliminary and co-requisites:**

prerekvizyty: "Marketing", "Management", "Human Resources".

**10. Contents:** Brand Management concept, content. Brand and branding. Classification brands. Positioning and brand management. Integrated communications brand management. Models of formation and development of the brand. Features of branding. Rebranding. Organizational and economic aspects of branding. Vintage vision, strategy and understanding of consumers. Branding as a basis for building communication concept marketing. Branding as a basis for building communication concept marketing. The development strategy of the brand as a mobile power strategy. The legal basis of branding. Features branding in various fields. Branding in social networks and work with new media.

**11. Suggested Reading:**

1. Аакер Д. Бренд-лидерство: новая концепция брендинга / Д. Аакер, Э. Йохимштайлер ; пер. с англ. Н. В. Кияченко, А. Н. Москвичева, Ю. А. Быстрова. – М. : Изд. дом Гребенникова, 2003. – 374 с.

2. Брендинг в управлении маркетинговой активностью / Н. К. Моисеева, М. Ю. Рюмин, М. В. Слушаенко и др; под ред. Н. К. Моисеевой. – М. : Омега-Л, 2003. – 336 с.

3. Грошев И. В. Системный бренд-менеджмент: учебник для студентов вузов, обучающимся по специальностям менеджмента и маркетинга / И. В. Грошев, А. А. Краснослободцев. – М. : ЮНИТИ – ДАНА, 2012. – 655 с.

**12. Methods:** lectures, practical classes, independent work

**13. Assessment methods:**

• Current control (75%) - oral interviews, testing, individual scientific-research tasks

• Final control (25%) - credit (theoretical question)

**14. Language of instruction:** Ukrainian