



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-400	Brand Management	6
Prerequisites	Department	Semester
MKTG-291	Management	Fall
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	George Zervides	3 rd , 4 th
Mode of Delivery	Work Placement	Corequisites
Face to- Face	N/A	None

Course Objectives:

By the end of this course the students will be able to:

- Be conscious of the history and development of branding.
- Master the concept and philosophy of branding and its value to the organization.
- Comprehend the role of branding as an integral part of the marketing strategy.
- Apply branding across different industry sectors and business concepts.
- Critically examine how consumers perceive and choose brands.
- Develop the ability to design branding strategies.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Conceive branding as a comprehensive concept, context and guiding philosophy.
2. Acknowledge how brands have historically appeared and developed as well as the status of brands in the contemporary business world. Additionally students learn the essence of branding as a concept, as a philosophy, as well as its value to the organization, but also to the individual consumer and society as a whole.
3. Apply branding as an integral part of the marketing process in parallel and in relation to all other organizational marketing activities.
4. Consider branding as a critical function of the wider marketing strategy of an organization,

- and also its interrelation to the other steps of the marketing planning process.
5. Interpret consumers' perception of brands and consumers' brand-related behavior to meet organizational goals.
 6. Appreciate the importance and role of branding from the consumer perspective as well as the process through which consumers decide which brands to choose.
 7. Design complete, specific and customized branding strategies
 8. Develop effective branding strategies that achieve the organizational marketing strategy goals. Branding strategies which are specific and customized to the organizational goals, target markets and conditions.
 9. Utilize branding as an essential marketing tool towards achieving organizational goals within the strategic marketing context for different situations.
 10. Exercise branding within different contexts relating to different industries, different product types and also different business environment conditions. They also learn to develop these in association with the other strategic marketing functions.

Course Content:

1. Foundations of brand management - The subject explores the importance issues in planning, implementing and evaluating brand strategies, providing appropriate concepts, theories, models and other tools to make better branding decisions.
2. Brand equity, brand Elements and brand positioning - The subject investigates the brand elements that are essential for building a brand equity and concentrates on the importance of identifying and establishing a unique brand positioning.
3. Designing marketing programs and integrating marketing communications to build brand equity - The subject considers how integrated marketing activities and programs build brand equity.
4. Developing a brand equity measurement and management system - The subject investigates a set of research procedures designed to provide marketers with information on brands so they can make best possible strategic and tactical solutions.
5. Design and implementing brand strategies- The subject considers issues related to branding strategies and how to maximize brand equity across all the brands and products that a company might sell.
6. Challenges to the old model of branding - The subject investigates the differences between the old and the new model of branding
7. Introducing and naming new products and brand extensions - The subject considers some basic issues about brand extensions and outlines their advantages and disadvantages.
8. Brands on the internet - The subject considers how branding principles can be used to help grow brands marketed on the internet.
9. Managing brands over time - The subject investigates how to best manage brands over time.
10. Managing brands over geographic boundaries and market segments - The subject focuses in managing brand equity in developing marketing programs over geographic boundaries and market segments.
11. Strategic brand management guidelines - The subject focuses on some important guidelines that will help brand management.

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, practical group exercises, case studies, video and internet presentations.

Assessment Methods:

Midterm Exam, Final Exam, Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Brand Management, 5 th global edition	Kevin Keller	Pearson – Prentice Hall	2020	9781292314969

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Six Rules of Brand Revitalization: Learn the Most Common Branding Mistakes and How to Avoid Them, 2 nd ed.	Light & Kiddon	Pearson – Prentice Hall	2016	Pearson – Prentice Hall