



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

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| Course Code MKTG-400 | Course Title Brand Marketing | ECTS Credits 6 |
| Department Marketing | Semester Spring | Prerequisites Marketing MKTG-291 |
| Type of Course Major Requirement for the Marketing Programme & Elective for all other Business Programmes | Field Marketing | Language of Instruction English |
| Level of Course 1 st Cycle | Year of Study 4 th | Lecturer Dr Alkis Thrassou |
| Mode of Delivery face-to-face | Work Placement N/A | Co-requisites None |
| Recommended Optional Programme Components: N/A | | |

Objectives of the Course:

Students to:

1. Learn the history and development of branding.
2. Master the concept and philosophy of branding and its value to the organization.
3. Comprehend the role of branding as an integral part of the marketing strategy.
4. Learn about branding across different industry sectors and business concepts.
5. Critically examine how consumers perceive and choose brands.
6. 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.**
The students learn 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.
- 2. Apply branding as an integral part of the marketing process in parallel and in relation to all other organizational marketing activities.**
Students understand 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.
- 3. Use their knowledge on consumers' perception of brands and consumers' brand-related behavior to meet organizational goals.**
Students learn the importance and role of branding from the consumer perspective as well as the process through which consumers decide which brands to choose.
- 4. Design complete, specific and customized branding strategies**
With the above in hand, students learn how to design 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.

5. Utilize branding as an essential marketing tool towards achieving organizational goals within the strategic marketing context for different situations.

Students become aware of 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 Contents:

1. Foundations of brand management

The subject covers the history, philosophy and concept of branding.

2. The importance of creating powerful brands

The subject investigates the status of contemporary branding and concentrates on the importance of developing strong brands.

3. The branding process

The subject covers the steps and processes involved in developing organizational brands.

4. Brand management in different sectors

The subject investigates branding within different contexts relating to different industries, different product types and also different business environment conditions.

5. How consumers choose brands

The subject focuses on the individual consumer and the process through which s/he chooses which brand to buy.

6. How consumer brands satisfy social and psychological needs.

The subject investigates branding not as a business phenomenon, but as a socio-cultural phenomenon rooted in the psychology of the individual.

7. Business to business branding.

The subject looks at branding that aims businesses instead of consumers.

8. Service brands.

The subject focuses on service organizations as a separate and different situation that relates to the peculiarities of services marketing itself and which upgrades the role and importance of branding.

9. Retailers' brands.

The subject focuses on retailers and the importance and differentiating factors of their specific case.

10. Developing and sustaining added values.

The subject covers the whys and ways that brand can be developed to offer true added value to the customer and to continue doing so over an extended period of time.

11. Brand planning.

The subject deals with the methodical and systematic way for designing a brand within the context of and through proper planning.

12. Brand evaluation.

This subject investigates the importance and methods of evaluating brands.

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, practical group exercises, case studies, video and internet presentations, guest lecture(s).

Assessment Methods:

Project, Mid-Term Test, Final Exam, Class Participation.

Required Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|---|---------------------------------------|-----------------------|-------------|-------------------|
| Leslie De Chernatony and Malcolm McDonald | Creating Powerful Brands, 3rd Edition | Butterworth-Heinemann | 2004 | 978-0-7506-5980-2 |

Recommended Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|----------------|---|-------------------------|-------------|-------------|
| Kevin Keller, | Strategic Brand Management, 3 rd edition | Pearson – Prentice Hall | 2008 | 0131888595 |