



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-400	Brand Marketing	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Spring
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	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Learn 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.
- Learn about 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. 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.
3. Apply branding as an integral part of the marketing process in parallel and in relation to all other organizational marketing activities.
4. Understand branding as a critical function of the wider marketing strategy of an organization, and its interrelation to the other steps of the marketing planning process.
5. Use their knowledge on consumers' perception of brands and consumers' brand-related behavior to meet organizational goals.

6. Learn 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. 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.
9. Utilize branding as an essential marketing tool towards achieving organizational goals within the strategic marketing context for different situations.
10. Become aware of branding within different contexts relating to different industries, different product types and 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, 3rd edition	Kevin Keller	Pearson – Prentice Hall	2008	0131888595

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, 2nd ed.	Light & Kiddon	Pearson – Prentice Hall	2016	0134507835