

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MKTG-400	SEMESTER	Fall
COURSE TITLE	Brand Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	MKTG-292		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> <p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> Conceive branding as a comprehensive concept, context and guiding philosophy.
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- 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.
- Apply branding as an integral part of the marketing process in parallel and in relation to all other organizational marketing activities.
- 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.
- Interpret consumers' perception of brands and consumers' brand-related behavior to meet organizational goals.
- Appreciate the importance and role of branding from the consumer perspective as well as the process through which consumers decide which brands to choose.
- Design complete, specific and customized branding strategies
- 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.
- Utilize branding as an essential marketing tool towards achieving organizational goals within the strategic marketing context for different situations.
- 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.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
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Others...
.....

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Decision-making
Working independently
Team work
Project planning and management
Respect for difference and multiculturalism
Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

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.

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.

Designing marketing programs and integrating marketing communications to build brand equity

- The subject considers how integrated marketing activities and programs build brand equity.

Developing a brand equity measurement and management system

- The subject investigates a set of research procedures designed to provide information on brands so we can make best strategic and tactical solutions.

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.

Storytelling and branding

- The subject focuses on utilizing storytelling as a powerful tool to effectively communicate the brand's values, mission, and identity to consumers, creating a compelling narrative that resonates with the audience and differentiates the brand in a crowded marketplace.

The importance of consumer perception and behavior in branding

- The subject focuses on the ways in which branding affects consumer behavior and why it's important to know how your branding is perceived by consumers.

Managing brands over time

- The subject investigates how to best manage brands over time through effective strategic branding strategies.

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.

Building a Corporate Social Responsibility brand image.

- The subject focuses on how to develop a Corporate Social Responsibility brand image through strategic initiatives and sustainable practices.

Emotions and Feelings

- The subject focuses on creating authentic connections with consumers, evoking positive experiences, in order to build loyalty and brand affinity.

Strategic brand management guidelines

- The subject focuses on some important guidelines that will help brand management.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	35
	Study & Analysis of bibliography	30
	Project	35
	Essay Writing	25
	Interactive Teaching	25
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Midterm Exam, Final Exam, Class Workshops, Class Participation	

(5) ATTACHED BIBLIOGRAPHY

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