

Course Title	Brand Management				
Course Code	MAR355				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year / 8 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The course takes a strategic approach to branding and discusses a wide range of theories, techniques and tools for effective brand equity development and management.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the role and importance of branding and brand equity. • Explain the various brand strategies. • Identify and explain the brand elements that help build brand equity. • Discuss how marketing and in particular marketing communications enhance brand equity building. • Explain how to measure brand equity. • Discuss how to manage a brand over its PLC. • Appreciate the challenges of managing a brand over geographical boundaries. • Develop brand management campaigns. 				
Prerequisites	MAR100, Junior standing	Co-requisites	None		
Course Content	<p>Brands & Brand Management Customer-Based Brand Equity and Brand Positioning Brand Resonance and the Brand Value Chain Choosing Elements to Build Brand Equity Designing Marketing Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity Leveraging Secondary Brand Associations to Build Brand Equity Developing a Brand Equity Measurement & Management System Measuring Sources of Brand Equity: Capturing Customer Mind-Set</p>				

	<p>Measuring Outcomes of Brand Equity: Capturing Market Performance Designing and Implementing Branding Strategies Introducing and Naming New Products and Brand Extensions Managing Brands Over Time Managing Brands Over Geographical Boundaries and Market Segments</p>								
Teaching Methodology	Face-to face								
Bibliography	<p>Required Reading: Keller K., Strategic Brand Management: A European Perspective, Prentice Hall.</p> <p>Recommended Reading Aaker, David Managing brand equity: capitalizing on the value of a brand, Free Press Kapferer J. N., Strategic Brand Management, 4th edition, Kogan Press.</p> <p>de Chernatony, L., M. McDonald and E. Wallace Creating Powerful Brands Butterworth-Heinemann, Oxford.</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>60%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	60%	Project	30%	Class Participation and Attendance	10%		100%
Examinations	60%								
Project	30%								
Class Participation and Attendance	10%								
	100%								
Language	English								