

Course Title	Brand Management				
Course Code	MAR355				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year / 2 nd 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	<ul style="list-style-type: none"> • 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 				

	<ul style="list-style-type: none"> • Measuring Sources of Brand Equity: Capturing Customer Mind-Set • 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 								
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%
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Language	English								