

Course Title	Brand Management				
Course Code	MRD355				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year / 7 th or 8 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconfer ences	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	MRD100, 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 				

	<ul style="list-style-type: none"> • Developing a Brand Equity Measurement & Management System • 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	E - Learning						
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>Final Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments/On-going evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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Language	English						