

TARAS SHEVCHENKO NATIONAL UNIVERSITY

FACULTY OF ECONOMICS

Department of Management of Innovation and Investment Activities



WORK PROGRAM OF THE ACADEMIC DISCIPLINE

BRAND MANAGEMENT OF NEW PRODUCTS

for students

Branch of knowledge: **07 Management and Administration**

Specialty: **073 Management**

Degree: **Master**

Educational Program: **Management of Innovation Activity**

Type of discipline: **Selective**

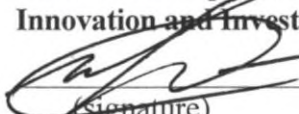
Attendance	intramural
Academic year	2021/2022
Semester	III
Credits ECTS	5
Teaching and evaluation language	English
Final control	Final test

Lecturer: Alona Poltoratska, PhD in Economics, Associate Professor of the Department of Management of Innovation and Investment Activities

Prolonged: for 20__/20__ _____ (_____) «__»__ 20__
for 20__/20__ _____ (_____) «__»__ 20__
for 20__/20__ _____ (_____) «__»__ 20__.

KYIV – 2021


The author: **PhD in Economics, Associate Professor of the Department of Management of Innovation and Investment Activities Alona Poltoratska**

APPROVED
Head of the Department of Management of
Innovation and Investment Activities

(signature)

The protocol № 1 of 20.08.21

Approved by the Scientific and Methodological Commission of the Faculty of Economics

Protocol № 1 of 31.08.2021

Head of Commission 
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INTRODUCTION

1. The purpose of the discipline is to study the theoretical foundations and practical aspects of modern concepts of Brand management of new products to acquire knowledge and skills by students in the field of using contemporary management and marketing tools in manager's professional activity.

2. Preliminary requirements for mastering or choosing a discipline:

1. To study this discipline, students must know the basics of advertising and public relations, management and marketing, the theory of building an image.

2. Possess the skills of using creative techniques; exhibit the ability to think creatively and analytically.

3. Reference of the discipline:

The academic discipline includes the study of theoretical foundations and applied aspects of modern brand management of new products. The course examines various approaches to branding, creating value for the consumer. Much attention is paid to brand positioning and working with perceived quality. The course also examines techniques for brand equity and brand development over time. During the study, students will learn how to evaluate the health of a brand. The course will include attention is paid to the branding of various objects, including personal and territorial branding. Master classes from practicing brand managers from global companies are integrated into the educational process. During the training, business games, elements of research work, presentations, master classes by representatives of leading companies, analysis of relevant video cases on the topics studied, and discussions are provided.

4. Tasks (learning goals): to form competencies: general competencies (GC): GC6 – the ability to generate new ideas (creativity). Professional competencies (PC): PC 1 – the ability to choose and use concepts, methods and tools of management, including in accordance with defined goals and international standards. PC6 – the ability to form leadership qualities and demonstrate them in the process of managing people; PC8 – the ability to use psychological technologies to work with staff PC13 – get acquainted with the system of specialized knowledge in the field of high-tech marketing for "breakthrough innovations" and the acquisition of practical skills for generating and developing ideas for high-tech products.

5. Results of the study discipline:

<i>Learning outcomes</i>		<i>Teaching and Learning Methods</i>	<i>Evaluating Policy</i>	<i>Percent in the final grade</i>
Ko д	Learning outcomes			
1.1.	to understand how to develop brands – from strategy to implementing a brand plan for new products;	<i>Lectures, seminars, independent work</i>	<i>Participating in seminars, discussions, problem-oriented learning, case studies</i>	12,5%
1.2.	To conduct brand market research,	<i>Lectures, seminars, independent work</i>	<i>Participating in seminars, discussions, problem-oriented learning, case studies</i>	12,5%

1.3	to develop brand management structures for sales, marketing, advertising and promotion, and assist in the development of new products and brands for such products,	<i>Lectures, seminars, independent work</i>	<i>Participating in seminars, discussions, problem-oriented learning, case studies</i>	12,5%
1.4	to understand how brands can be extended utilizing existing brand equities; to measure brands effectiveness.	<i>Lectures, seminars, independent work, tests</i>	<i>Participating in seminars, discussions, problem-oriented learning, case studies</i>	12,5%
2.1	to be able to evaluate the effectiveness of marketing campaigns	<i>lecture, practical lesson</i>	<i>testing, situational task</i>	12,5%
2.2	to be able to use theoretical knowledge to form a special toolkit	<i>practice session</i>	<i>situational task</i>	12,5%
3.1	to have the ability to introduce marketing with the use of modern platforms	<i>lecture, practical lesson</i>	<i>situational task</i>	12,5%
4.1	to have the ability for further improve the existing tools of Brand Management	<i>lecture, practical lesson</i>	<i>testing, oral questioning</i>	12,5%

6. The ratio of results of studying discipline with program learning outcomes

Learning outcomes of the discipline (code)	1.1	1.2	1.3	1.4	2.1	2.2	3.1	4.1
Program Learning outcomes								
Organize and carry out effective communication within the team, with representatives of various professional groups and in the international context	+	+	+	+		+		
Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems	+	+	+	+		+		+
Demonstrate knowledge of marketing models of diffusion of innovations and ability to apply methodical tools of marketing of a radical innovative product for development of marketing strategies in the high-tech markets		+				+	+	+

7. Evaluation Scheme:

7.1. Forms of student assessment: (max. 100 points / min. 60 points)

1. Oral survey, discussion (LO1; 2.1; 3.2) - 10 points / 6 points;

2. Solving problems (LO 1, 2.1-2.3; 3.1; 4) - 20 points / 12 points;

3. Tests (PH1; 2.1-2.3) - 20 points / 12 points;

4. Modular test work (2 MTW, 10 points max. each) (LO1, 2.1-2.3, 4) - 20 points / 12 points;

5. Independent study (2 written works, 5 points max. each) (LO 1, 2.1-2.3; 3.2; 4) - 10 points / 6 points;

6. Final control work (LO 1, 2.1-2.3, 4) - 20 points / 12 points.

The final control is carried out in the form of a written test, which is evaluated with a maximum of 20 points and is conducted in one of the last seminars in the discipline. The final course grade for the student's discipline is set based on the work results during the semester as the sum of points obtained during the academic semester, including points obtained for independent work and the final test.

The test is set based on the results of the student's work throughout the semester.

	Midterm grades	Final test	Final course grade
<i>Minimum</i>	48	12	60
Maximum	80	20	100

7.2 Organization of assessment:

Semester assessments of such types of work as: discussions, surveys, problem-solving, testing, tests are carried out during classes that take place on schedule.

The student's independent work consists in the systematic elaboration of normative-legislative acts and reports on the assessment of economic entities. The mastered material is subject to verification at each seminar in the form of an oral examination. In addition, the results of self-study of the material are checked in the form of short written works twice (during the modular weeks), each of which is evaluated with a maximum of 5 points.

The practice of missed classes is carried out by the student performing additional calculation tasks in the discipline.

** In case of additional issues and difficult situations during the educational process, their solution is carried out with reference to the principles of the Regulations on the organization of the educational process at the Taras Shevchenko National University of Kyiv.*

7.3 Rating scale

Passed	60-100
Fail	0-59

8. Thematic lesson plan

№ п/п	The title of the lecture	Number of hours		
		lectures	seminars	I/W
<i>Module 1. Theoretical and methodological foundations of Brand Management of New Products.</i>				
1	Тема 1. Essence, functions and classification of brands. Multidimensional approach to the concept of "brand"	4	2	9
2	Topic 2. The main stages of brand creation. Classification of brands on various grounds.	2	2	10
3	Topic 3. Manufacturer brand, joint (umbrella brand), private label.	6	3	14
4	Topic 4. Western and Eastern Branding Models: Strengths and Weaknesses.	2	2	10
5	Topic 5. Brand architecture and brand portfolio of a company	2	1	10
	<i>Modular control work 1 (modular control work is carried out by the teacher at the lecture in the amount of 1 hour (half pairs))</i>	1*		

Module 2. Practical aspects of Brand Management of New Products.				
6	Topic 6. Monitoring and evaluating the effectiveness of branding activities.	4	2	10
7	Topic 7. Brand promotion: using integrated marketing communications	4	1	10
8	Topic 8. Development of an integrated marketing communications program for brand promotion.	2	1	14
9	Topic 9. Methodological foundations of brand strength diagnostics using the Brand Asset model.	2	2	14
	<i>Modular control work 1 (modular control work is carried out by the teacher at the lecture in the amount of 1 hour (half pairs))</i>	1*		
	TOTAL	30	16	101

The total amount of 150 hours. including:

Lectures - **30** hours.

Seminars - **16** hours.

Consultations - **3** hours.

Independent work - **101** hours.

9. Recommended sources:

Basic literature:

1. Положення про організацію освітнього процесу у Київському національному університеті імені Тараса Шевченка [Електронний ресурс] // офіц. веб-сайт URL : <http://www.univ.kiev.ua/pdfs/official/Organization-of-the-educational-process.pdf>
2. Освітньо-наукова програма «Менеджмент інноваційної діяльності» [Електронний ресурс] // офіц. веб-сайт. URL : <https://cutt.ly/vRKdUh3>
3. Bertilsson, J., & Tarnovskaya, V. (2017). *Brand theories: perspectives on brands and branding*. Studentlitteratur AB.
4. Beverland, M. (2021). *Brand management: Co-creating meaningful brands*. Sage.
5. Gilal, N. G., J. Zhang, F. G. Gilal and R. G. Gilal (2020). “Bygone days and memories: The effects of nostalgic ads on consumer brand resurrection movements”. *Journal of Brand Management*, 27 (2): 160–180.
6. Greco, F., & Polli, A. (2020). Emotional Text Mining: Customer profiling in brand management. *International Journal of Information Management*, 51, 101934.
7. Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
8. Majerova, J., Sroka, W., Krizanova, A., Gajanova, L., Lazaroiu, G., & Nadanyiova, M. (2020). Sustainable brand management of alimentary goods. *Sustainability*, 12(2), 556.
9. Paul, J. (2019). Masstige model and measure for brand management. *European Management Journal*, 37(3), 299-312.
10. Paul, J. (2019). Masstige model and measure for brand management. *European Management Journal*, 37(3), 299-312.
11. Waller, T. (2020). *Personal Brand Management: Marketing Human Value*. Springer Nature.

Additional literature:

12. Agila, D. G., & Anthony, D. K. P. P. (2020). The Effects Of Influencer Type, Brand Familiarity, And Sponsorship Disclosure On Purchase Intention And Brand Engagement On Instagram. *Dogo Rangsang Research Journal*, 10, 261-273.
13. Balmer, J. M., & Chen, W. (Eds.). (2017). *Advances in Chinese brand management*. Palgrave Macmillan UK.
14. Baporikar, N., & Fotelela, R. (2021). Strategic Brand Management in SMEs for Competitive Advantage. In *Research Anthology on Small Business Strategies for Success and Survival* (pp. 846-866). IGI Global.
15. Baporikar, N., & Fotelela, R. (2021). Strategic Brand Management in SMEs for Competitive Advantage. In *Research Anthology on Small Business Strategies for Success and Survival* (pp. 846-866). IGI Global.
16. Beverland, M. (2021). *Brand management: Co-creating meaningful brands*. Sage.
17. Foroudi, M. M., & Foroudi, P. (2021). *Corporate Brand Design: Developing and Managing Brand Identity*. Routledge.
18. Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
19. Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
20. Kapferer, J. N., Kernstock, J., Brexendorf, T. O., & Powell, S. M. (Eds.). (2017). *Advances in luxury brand management*. Springer.
21. Kosteljik, E., & Alsem, K. J. (2020). *Brand positioning: Connecting marketing strategy and communications*. Routledge.
22. Kumari, A. (2020). Unit-3 Strategic Planning and Brand Management. Indira Gandhi National Open University, New Delhi.
23. Mogaji, E. (2021). Brand in the Digital Era. In *Brand Management* (pp. 145-158). Palgrave Macmillan, Cham.

Electronic resources:

- <https://www.frontify.com/en/> - a platform that connects everything (and everyone) important to the growth of your brand.
- <https://www.askattest.com/> - a platform agnostic measure of a brand's total brand equity in the Restaurant & Fast Food sector, as determined by real consumers.
- <https://www.logodesignlove.com> - a site devoted to the wonder that is logos.
- <https://identitydesigned.com/> - showcasing visual identities from around the world
- <https://www.brandingstrategyinsider.com/> - With posts from branding thought-leaders around the world, they are constantly re-evaluating the discipline of brand strategy.
- <https://www.statista.com/> - is full of beautiful infographics for a quick visual painting of what's going on in the world today.