DEREE COLLEGE SYLLABUS FOR: MK 3134 Brand Management

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UK LEVEL: 5
UK CREDITS:15
US credits 3/0/3

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PREREQUISITES:	MK 2030 Introduction to Marketing / MK 2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Appreciate the complexity in the development of sustainable brands and how they deliver value to an organization. It considers a broad range of techniques and theories that help build brand equity and drive brand performance.
RATIONALE:	Brands and branding are an integral part of any contemporary marketing strategy. Brand management thus became an important element of marketing management. Every brand in order to be developed requires certain steps, which residue in the category they belong. The module discusses brand typologies, brand development, and brand strategies at both a local and a global level.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Analyze branding theories through various theoretical lenses. 2. Examine the challenge of managing a brand and the impact of social and cultural differences. 3. Examine strategies for the management of brands and in the context of the overall marketing strategy. 4. Analyze brand elements and how they work together in creating band equity.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive activities (class discussions, group work) and practical problems solved in class. ➢ Workshops and interactive sessions to provide one-to-one feedback. ➢ Case and problem discussions in class that stress brand meaning strategy and encourage discussion on key brand elements. ➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns. ➢ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:	**Summative:**		
	First Assessment: Mid-term project (2.000-2.200 words	**50%**	
	Second Assessment: Individual project (2.000-2.200 words)	**50%**	

Formative:

Coursework	Readings and cases about brand types, brand categories, brand strategies

The formative course work aims to prepare students for the examination and the project.
The Midterm Project tests Learning Outcome 1.
The Individual Project tests Learning Outcomes 2, 3, 4.

The final grade for this module will not be determined through grade averaging. Students are required to resit any failed assessments.

INDICATIVE READING:	**REQUIRED READING:** Sotirios Lalaounis Strategic Brand Management and Development Creating and Marketing Successful Brands (2020) Taylor & Francis

RECOMMENDED READING:
Koronaki, E., Kyrousi, A.G. and Panigyrakis, G.G. (2018), "The emotional value of arts-based initiatives: Strengthening the luxury brand–consumer relationship", *Journal of Business Research*, Vol. 85, pp. 406-413.

Krystallis, A., Chrysochou, P., Perrea, T. and Tzagarakis, N. (2017), "A retrospective view on designation of origin labeled foods in Europe", *Journal of International Food & Agribusiness Marketing,* Vol. 29, No. 3, pp. 217-233.

Miliopoulou, G. (2019), "Revisiting product classification to examine content marketing practices", *Journal of Research in Interactive Marketing*, Vol. 13, No. 4, pp. 492-508.

Miliopoulou, G. and Cossiavelou, V. (2016), "Brands and media gatekeeping in the social media: Current trends and practices – An exploratory research", *International Journal of Interdisciplinary Telecommunications and Networking*, Vol. 8, No. 4, pp. 51-64.

Perrea, T., Melfou, K., Mamalis, S. and Papanagiotou, P. (2016), "Customer value perceptions: Testing of a conceptual model in the frame of own-country geographic indication foods", *International*

	Journal of Food and Beverage Manufacturing and Business Models, Vol. 1, No. 1, pp. 1-11. Perrea, T., Mamalis, S., Melfou, K., Papanagiotou, P., Krystallis, A. (2016), "Exploring the moderating role of consumer ethnocentrism on consumer value perceptions towards own-country Geographic Indication (GI), *Foods at Intellectual Property Rights for Geographical Indications: What is at Stake in the TTIP?* Newcastle upon Tyne: Cambridge Scholars Publishing. Šerić, M. (2017), "Relationships between social Web, IMC and overall brand equity", *European Journal of Marketing*, Vol. 51, No. 3, pp. 646-667. Swaminathan, V., Sorescu, A., Steenkamp, J-B.E.M., O' Guinn, T.C.G. and Schmitt, B. (2020), "Branding in a hyperconnected world: Refocusing theories and rethinking Boundaries", *Journal of Marketing,* Vol. 84, No. 2, pp. 24-46.
RECOMMENDED MATERIAL:	N/A
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications
SOFTWARE REQUIREMENTS:	MS Office, Internet, Search Engines, Photoshop
WWW RESOURCES:	http://www.adweek.com/brand-marketing https://brandstruck.co/blog https://www.thebrandingjournal.com https://www.henrystewartpublications.com/jbs
INDICATIVE CONTENT:	1. Historical evolution of brands 2. Brands & brand management 3. Typologies of brands 4. Brand taxonomies 5. Building and managing successful brands 6. Building brand equity 7. Designing marketing programs to build brands 8. IMC for brand building 9. Developing brand equity measurement systems 10. Branding in the digital era 11. Design and implement brand architecture strategies 12. New products brands 13. Brand extensions 14. Managing brands overtime 15. Managing brands over geographic boundaries