

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230804	SEMESTER	7th (dir. Marketing)
TITLE	BRAND MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	http://ommt.ihu.gr/wp-content/uploads/courses21/210804_Per_Dioikhsh-epwnymwn-proiontwn.pdf		

2. LEARNING OUTCOMES

Learning outcomes
<p>The main purpose of the course is to maximize the knowledge of students in matters of brand management.</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: the student acquires the ability to identify and recognize how the organization creates value for a brand 2. UNDERSTANDING: the student learns how to distinguish and appreciate the value of a brand 3. IMPLEMENTATION: How an organization can develop and maintain its value in the modern environment. 4. ANALYSIS: the student learns to design and implement marketing programs for the brand. 5. COMPOSITION: the student learns to organize and compose the elements of building the value of the signal 6. EVALUATION: the student is able to evaluate and measure the value of the brand and develop a system for measuring the value of the brand
General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies

- Adaptation to new situations
- Decision making
- Work in an international environment
- Project design and management
- Exercise criticism and self-criticism
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

This course addresses brand management by analyzing why they are important, what they represent to consumers, and what businesses need to do to manage them successfully. The main purpose of this course is to provide a comprehensive and up-to-date treatment of brand issues, their value, and their management strategy - the design and implementation of marketing programs and activities required to build, measure and implement managing the value of brands. One of the important objectives of the course is to provide students with concepts and techniques to improve the long-term effectiveness of branding. By incorporating current thinking and developments in these areas of both academia and markets, we attempt to combine a comprehensive theoretical foundation with sufficient practical knowledge to assist students in understanding their brand decisions.

The lectures per week cover the following section:

1. Introductory notes for the names and their management
2. Developing the brand strategy
3. The value of the brand and its placement based on the customer
4. The repercussion of the brand and its value chain
5. Design and implementation of marketing programs for the brand
6. Selecting the elements of building the value of the signal
7. Design marketing programs to build brand value and integrate marketing communications into brand value building
8. The management of the brand in the Digital Age
9. Utilization of the secondary correlations of the brand to create value
10. Evaluate and interpret the value of the brand and develop a system for measuring the value of the brand
11. Develop and maintain the value of the brand
12. Design and implementation of a strategic architecture of the brand
13. Concluding remarks

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face
ICT USE	Use of audiovisual and interactive material with the help of ICT. Support for the learning process and communication with students through the online platform moodle.

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Individual Assignment	61
	Self-study	50
	TOTAL	150
ASSESSMENT	<p>The evaluation is based on the written final examination which includes:</p> <ul style="list-style-type: none"> - Multiple-choice questions - Solve problems related to the management of branded products <p>Comparative evaluation of theory data</p> <p>The test material is posted on Moodle and time is spent before the test answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

5. REFERENCES

-Suggested bibliography:

- Strategic Brand Management, (published / 2021), Authors: KellerL. Kevin, SwaminathanVanith, BROKEN HILL Publications
- Brand Management, Modern Strategies (Edition 1st / 2013), Author Kapferer, J.N., ROSSILI Publications

Related scientific journals

- Journal of Product & Brand Management
- Journal of Brand Management