

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL BRAND MANAGEMENT

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 12

TOTAL STUDENT WORKLOAD: 60 hours; incl. curricular 15 hours

CREDITS: 2

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	15 0	1 0
EXTRACURRICULAR	45	-

Prepared by:

1.
(assoc. prof Vladimir Zhechev, PhD)

Head of department

of Marketing:
(assoc. prof Vladimir Zhechev, PhD)

I. ANNOTATION

Course goals:

Provide in-depth understanding of the role brands play in creating significant and lasting value for both the Consumer (improving consumer experience and value received), and for the Business (driving shareholder value and creating a lasting competitive advantage in the marketplace). 2. Provide an overview and appreciation of the key issues of planning, executing and evaluating international brand strategies to effectively build and manage a strong global brand

Knowledge:

Mastery of the concepts, theories, processes and characteristics of international brand management.

Ability: Provide a foundation skill set of applying the appropriate concepts, principles, frameworks and tools related to planning, execution, and evaluation of an effective international brand strategy to drive sustainable profitable growth of a business

Attitude:

Credibly communicates the summary and detailed problem areas of their profession.

Autonomy and responsibility:

Independently selects and applies relevant problem-solving methods in areas of brand management analysis, decision preparation and advisory tasks.

Course content, topics: Brand and branding strategies, brand equity and brand equity models, brand equity measurements.

Learning methods:

Lectures, discussion, case solving.

The main competencies involved in the Design Thinking course are:

- *Personal, social and learning to learn competence (5).*
- *Entrepreneurship competence (7).*
- *Cultural awareness and expression competence (8).*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. BRAND AND BRANDING		3		
1.1.	Brand definition			
1.2.	Brand elements			
1.3.	Brand equity			
1.4.	Brand strategies			
Theme 2. CUSTOMER-BASED BRAND EQUITY CONCEPT AND MODELS		5		
2.1.	The CBBE concept			
2.2.	Different models of brand equity			
Theme 3. BRANDS ELEMENTS, MARKETING PROGRAMS AND MARKETING COMMUNICATION TO BUILD BRAND EQUITY		5		
3.1.	The tools needed to build brand equity			
3.2.	Brand associations			
Theme 4. BRAND EQUITY MEASUREMENTS AND MANAGEMENT SYSTEM		2		
4.1.	The concept and the tools			
4.2.	Review, exercises, case studies			
Total:		15		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case study 1	1	10
1.2.	Case study 2	1	10
1.3.	Presentation	1	10
	Total midterm control:	3	30
2.	Final term control		
2.1.	Examination (PBL)	1	15
	Total final term control:	1	15
	Total for all types of control:	4	45

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. International Brand Management Course Materials available at <https://e-learn.ue-varna.bg>.
2. Keller, K. (2012). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Fourth (4th) Edition. Pearson.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Johansson, J., & Carlson, K. (2015). Contemporary brand management. Los Angeles, Calif.: Sage.
2. Kapferer, J. (2012). The new strategic brand management. London: Kogan Page.
3. Lu, P. (2022). International luxury brand strategy. London: Routledge, Taylor & Franics Group.
4. Minsky, L., & Geva, I. (2019). Global brand management. Kogan Page.