

Faculty of Economics / ECONOMICS / BRAND MANAGEMENT

Course:	BRAND MANAGEMENT			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
5358	Mandatory	1	7	2+0+0
Programs	ECONOMICS			
Prerequisites	There are no prerequisites.			
Aims	Managing brands (brand management) is one of the main concerns and areas of interest of modern marketing management. The main objective of the course is to educate students that, in the conditions of modern market economy, effectively and efficiently manage the construction of a brand and its positioning in the market, and thus to contribute to the mission, goals and strategy. Hence, in addition to theoretical explanations of the concept of brand management, discipline involves analysis of the issues of identity and perceptual features and characteristics of the brand in the process of its profiling and positioning, as well as creating the optimal strategic response for the long term brand management and its value, with the ultimate goal to direct the brand over time from a national focus to the global area.			
Learning outcomes	After passing this exam, students will be able to: Describe the basic categories of brand management, as well as point out the importance of brand in marketing; Explain the connection between the modern consumer and the brand; Point out methods of creating fundamental values of the brand and positioning strategies (in the case of a specific company); Discuss about identity features and characteristics of the brand, as well as explain the brand architecture; Explain the internal and external implementation of the brand management approach, in the case of a concrete company; Analyse the strategic alternatives of brand development, as well as discuss about specific areas of branding (branding of destinations, services, people, etc.); Develop the strategy for managing with products, prices, sales channels and brand promotion; Describe methods of managing the brand and classify methods for the measuring brand value;			
Lecturer / Teaching assistant	Boban Melović, Associate Professor			
Methodology	Lectures, seminars, practical work, case studies, consultations			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	The concept of brand and brand management; The marketing significance of brands and brand management			
I week exercises				
II week lectures	The connection between the contemporary consumer and the brand			
II week exercises				
III week lectures	Creating a basic brand values and positioning strategies			
III week exercises				
IV week lectures	Identity features and characteristics of the brand			
IV week exercises				
V week lectures	Brand architecture			
V week exercises				
VI week lectures	Internal implementation of brand management approach			
VI week exercises				
VII week lectures	External implementation of brand management approach			
VII week exercises				
VIII week lectures	Perceptual characteristics and brand characteristics, Test			
VIII week exercises				
IX week lectures	Profiling and brand positioning			
IX week exercises				
X week lectures	Strategic alternatives of the brand development			

X week exercises						
XI week lectures	The management of the brand structure; Product strategy, prices, distribution (sales) channels and branding					
XI week exercises						
XII week lectures	Brand promotion management; Communicating brand values					
XII week exercises						
XIII week lectures	Brand value management; Measuring brand value					
XIII week exercises						
XIV week lectures	Trademark and brand in the services sector; Branding areas - destination					
XIV week exercises						
XV week lectures	National and global brands routings; The relationship between domestic and foreign brands, Test					
XV week exercises						
Student workload	Total hours for the course: 7ECTS x 30 = 210 hours; Structure: Classes and the final exam: 9.33 x 16 weeks = 150 hours; Necessary preparations before the start of the semester (administration, admission, verification): 9.33 x 2 = 19 hours; Additional work for the preparation and examination of make-up exam: 60 hours.					
Per week		Per semester				
7 credits x 40/30=9 hours and 20 minuts 2 sat(a) theoretical classes 0 sat(a) practical classes 0 excercises 7 hour(s) i 20 minuts of independent work, including consultations		Classes and final exam: 9 hour(s) i 20 minuts x 16 =149 hour(s) i 20 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 9 hour(s) i 20 minuts x 2 =18 hour(s) i 40 minuts Total workload for the subject: 7 x 30=210 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 42 hour(s) i 0 minuts Workload structure: 149 hour(s) i 20 minuts (courses), 18 hour(s) i 40 minuts (preparation), 42 hour(s) i 0 minuts (additional work)				
Student obligations		Presentation of seminars, test, projects - practical work, solve business problems.				
Consultations		After hours of lectures and during official terms for consultations published on the website of the Faculty.				
Literature		Basic (required): Rakita B., Mitrović I., Brend menadžment, Savremena administracija, Beograd, 2007; Veljković S., Brend menadžment u savremenim tržišnim uslovima, CID, Ekonomski fakultet Beograd, 2010; Additional: Keller K. L., Aperia T., Georgson				
Examination methods		The structure of marks formed on the basis of the following elements: Written exam - 40 points; Seminar with presentation (20 points); Final (oral) exam (40 points).				
Special remarks						
Comment		Further information can be obtained from the subject teacher or via email bobanm@ac.me				
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points