

Educational Institution
“Belarus State Economic University”

APPROVED BY
Rector of Educational Institution
“Belarus State Economic
University”

_____ V. Shutsilin
_____ 2021

Registration number № _____

GLOBAL BRAND MANAGEMENT

The curriculum of the Educational Institution of higher education in the academic
discipline for the major 1-26 80 05 "Marketing"

The curriculum is based on the curriculum for the major 1-26 80 05 "Marketing", reg. No. 89MFP-21 from 26.02.2021.

PROGRAMM AUTHOR:

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REVIEWERS:

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RECOMMENDED FOR CONFIRMATION:

Marketing Department of the Educational Institution "Belarus State Economic University" (protocol № 8 from 11.03.2021);

Scientific and Methodological Council of the Educational Institution "Belarus State Economic University" (protocol № 4 from 22.04.2021).

Explanatory note

A brand helps to distinguish the goods of one producer from those of others. It plays a significant role in strategic marketing nowadays and is often referred as one of strategic assets that can provide a company long-lasting competitive advantage.

Understanding the consumers and their wants is crucial in today's highly competitive world. Global branding creates a stronger competitive advantage for companies. Once a company is able to successfully compete locally, or even within a nation, it makes sense to expand globally. Global marketing allows customers worldwide to be better-informed and more focused on the products and services a company offers.

The course "Global Brand Management" offers undergraduates the opportunity to get acquainted with the fundamental marketing strategies in brand management. It focuses on exploring the role of branding and the development of a brand in strategic marketing field and highlights the performance of a brand in competition on local and global markets.

The purpose of the discipline is to form the systematic knowledge and practical skills in the sphere of global brand management in order to develop professional competences of master students.

The main objectives of the course are to provide the undergraduates with the conceptual framework of brand management and to strengthen the students' skills and decision-making abilities in brand management.

Lectures are a mix of theory and practical exercises (cases study) used to increase undergraduates' involvement and work capacities. Workshops include written exercises (storytelling), group projects on brand elements creation, oral individual and group presentations, case study.

As a result of studying the discipline, the master student must

know: the essence, basic concepts and categories of branding; the main stages of a strong brand building; key marketing strategies for a brand building; the concept of brand identity, brand value; the concept of brand equity; the concept of brand loyalty; the concept of brand architecture; Key brand Performance Indicators (KPI); peculiarities of integrated marketing communications for brand equity building usage; peculiarities of a global brand building.

be able to: develop brand strategies, brand architecture; identify target audiences; analyze the company's brand competitive position; measure and track brand performance; establish the strategies and develop brand positioning at the international level.

possess: the knowledge of theoretical and practical foundations of global brand management; skills to develop and implement the concept of global brand management in organizations of various product specifics; the practice of evaluating the effectiveness of branding strategy implementation.

As a result of studying the academic discipline "Global Brand Management" the master student must have the following competencies: SK-6: apply in practice

various branding tools, assess brand equity, form a brand portfolio and model the brand image of a company.

The discipline "Global Brand Management" is closely related to such disciplines as Strategic Marketing, International Marketing, Relationship Marketing, etc.

For "International Marketing" profilization (in English).

Full-time form of education. The study program for the discipline "Global brand management" consists of 108 hours, of them classroom hours total 36 hours, including 18 hours of lectures, 18 hours of practical lessons.

The assessment method is a credit.

CONTENT OF EDUCATIONAL MATERIAL

Topic 1. What is a Brand? Key Branding Concepts

The essence of a brand. Trademark. The difference between a trademark and a brand. The role of brands. Brand objectives. Brand elements.

Brand identity. Steps of a brand identity creation. The brand triangle.

Brand value. How to create a brand value. How to calculate a brand value. Brand equity. The difference between brand value and brand equity.

Branding: the essence, types.

Topic 2. Creating the Brand: Name, Slogan, Logo, Symbols, Corporate Hero

Brand name. How to choose a brand name. Qualities of an effective name. The brand naming process. Types of brand names. Methods for a brand name creation. Branding techniques. Topology of brand marks.

Logo. How to design a logo. Types of logos. Slogan. Taglines. Do's and don'ts of using a slogan. Shapes, colors, forms of brand marks. The meaning behind logo colors and shapes. Brand graphics. Sounds, movements, smells, tastes as components of a brand. Corporate hero. How to use the hero story in corporate communications.

Topic 3. Marketing Strategies for a Brand Building

The essence of a marketing strategy. Types of marketing strategies. The process of a brand strategy building. Defining short and long-term company's goals. Mission and vision of a brand. Target market.

Consumer analysis: trends, motivation, perceptions, needs, behavior. Consumer markets segmenting: demographic, geographic, behavioral and psychographic segmentation. Defining a niche. Target market research. The consumer decision journey.

Competitive analysis. SWOT analysis. Porter's five forces. Strategic group analysis. Growth share matrix. Perceptual mapping. Company analysis.

Topic 4. Brand Positioning. Brand Ethics

The essence of a brand positioning. The role of a brand positioning. Brand positioning strategies. Points-of-difference and points-of-parity. Brand positioning bullseye. The key competitive advantages of a company. Rational and emotional components of a brand positioning.

The process of brand positioning. Emotional branding. Storytelling. Brand

repositioning. Benchmarking. Cobranding.

Brand positioning for large and small businesses: the differences and peculiarities.

The ethical backlash of corporate branding. Corporate social responsibility.

Topic 5. Integrating marketing communications to build brand equity

The essence of brand equity. Components of brand equity. Building brand equity. Measuring brand equity.

The communications process models. Macromodel of the communications process. Micromodel of consumer responses. Communications objectives determination. Steps of an effective communications development.

Communications channels. Marketing communications mix. Customer interaction.

Personal communications channels: direct marketing, word-of-mouth marketing, personal selling, interactive marketing. Nonpersonal communications channels: advertising, sales promotion, events and experiences, public relations.

Integrated marketing communications. Marketing communications budget creation. Main factors which influence the choice of communications mix: type of product market, consumer readiness to make a purchase, stage in the product life cycle.. Measuring the effectiveness of the marketing communications mix.

Topic 6. Brand Architecture

The essence of brand architecture. Brand architecture models. Company's portfolio of brands. Sub-brands. Types of brand architecture. Branded house and house of brands. Endorsed brand architecture. Hybrid brand architecture. Roles and the nature of relationships between brands.

The benefits of a clear brand architecture. Ways to create brand architecture. Factors to consider when creating brand architecture.

Topic 7. Brand Awareness and Brand Loyalty. Measuring and Tracking Brand Performance

The essence of brand awareness. Importance of brand awareness. Ways to establish a solid brand awareness. Measuring brand awareness. Quantitative brand awareness measures. Qualitative brand awareness measures.

Brand association. Brand perceived quality.

The essence of a brand loyalty. Ways to build brand loyalty. Main types of customer loyalty. Stages of customer loyalty. The ladder of customer loyalty. Lifestyle and premium branding.

Brand tracking: the essence. Brand performance metrics: awareness, familiarity, consideration, purchase, advocacy. Brand Key Performance Indicators (KPIs).

Topic 8. Global Branding

Global branding: the essence, advantages and disadvantages. Building a global brand. Global brand strategies. Limits of global marketing. The internationalization of a brand. Differences between local and international brands. The national image of global brands. The most common mistakes companies make with global branding. Global brand metrics and assessment system.

**Educational and methodical map of the discipline "Global Brand Management" for specialty 1-26 80 05 "Marketing"
(full-time higher education)**

Number of section, topic	Name of section, topic	Quantity of classroom hours						Other*	Form of knowledge control
		Lectures	Practical lessons	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice			
						L	P/S		
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
1	What is a Brand? Key Branding Concepts	2	-	-	-	-	-	[1,2,5]	
2	Creating the Brand: Name, Slogan, Symbols, Corporate Hero	2	4	-	-	-	-	[1,4,5]	Group project presentation
3	Marketing Strategies for a Brand Building	2	2	-	-	-	-	[1,2,3,5]	Test
4	Brand Positioning. Brand Ethics	2	2	-	-	-	-	[1,4,5]	Case study
5	Integrating marketing communications to build brand equity	4	4	-	-	-	-	[1,2,5]	Group project presentation
6	Brand Architecture	2	2	-	-	-	-	[1,2,5]	Debate
7	Brand Awareness and Brand Loyalty. Measuring and Tracking Brand Performance	2	2	-	-	-	-	[1,2,5]	Test
8	Global Branding	2	2	-	-	-	-	[1,2,3,5]	Case study
	Hours in total	18	18	-	-	-	-		Credit

METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

- first-hand view of the study program;
- first-hand view of the list of recommended literature, selection of additional literature;
- preparation for practical lessons on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, colloquiums, examinations, etc.);
- work on the implementation of abstracts and essays;
- case study on the example of world famous brands;
- fulfillment of individual assignments, preparation of group projects;
- credit preparation.

LITERATURE

BASIC

1. Lane Keller, K. *Strategic Brand Management: building, Measuring, and Managing Brand Equity* / K. Lane Keller. Fifth Edition. – New Jersey: Pearson Education Limited, 2019. – 600 p.
2. Lasserre, Ph. *Global Strategic Management* / Ph. Lasserre. Fourth Edition. – London: Palgrave MacMillan, 2018. – 492 p.
3. Miller, D. *Building a StoryBrand: Clarify Your Message So Customers Will Listen* / D. Miller. – New York: HarperCollins Leadership, 2017. – 240 p.
4. Weeler, A. *Designing Brand Identity: An Essential Guide for the Whole Branding Team* / A. Weeler. Fifth Edition. – New Jersey: John Wiley & Sons, Inc, 2017. – 336 p.

ADDITIONAL

5. Andjelic, A. *The Business of Aspiration* / A. Andjelic. – Abingdon-on-Thames: Routledge, 2020. – 106 p.
6. Bertram, M. *Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers* / M. Bertram. – Ainsley & Allen Publishing, 2018. – 200 p.
7. Diehl, G.V. *Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible* / G.V. Diehl. – Identity Publications, 2017. – 274 p.
8. Geyrhalter, F. *How to Launch a Brand (2nd Edition): Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity* / F. Geyrhalter. – Brandtro, 2016. – 122 p.
9. Hall, J. *Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You* / J. Hall. – New York: McGraw-Hill Education, 2017. – 208 p.
10. Johnson, M. *Branding: In Five and a Half Steps* / M. Johnson. – New York: Thames & Hudson, 2016. – 320 p.
11. Kotler, Ph. *Marketing management* / Ph. Kotler, K. Keller. Fifteenth Edition. – New Jersey: Pearson Education Limited, 2015. – 832 p.
12. Miller, J. *Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand* / J. Miller. – Toronto: Dundurn, 2015. – 216 p.

**The study program coordination protocol to other study disciplines of
the specialization**

Study discipline for coordination	Title of the department	Suggestions of the alterations in the study program contests	The solution taken by the Department according to the study program (date and protocol number)
Event marketing	Intercultural Economic Communication		

**SUPPLEMENTS AND ALTERATIONS TO THE EDUCATIONAL
PROGRAM OF THE STUDIED DISCIPLINE**

for the _____ study year

№	Supplements and alterations	Grounds

The study program is revised and approved at a meeting of the Marketing Department (protocol № _____ from _____ 20____)

Acting Head of the Marketing Department

Associate Professor, Ph.D. in Economics _____ V.S. Golik

I APPROVE

Director of the Institute of Masters Programs

Associate Professor, Ph.D. in History _____ A.V. Belyaev