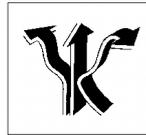


PJSC "Higher Education Institution
"Interregional Academy of Personnel Management"



МАУП

SYLLABUS OF THE ACADEMIC DISCIPLINE
« BRAND MANAGEMENT »

Specialty:	D3 Management
Educational level:	first (bachelor's) level
Study program:	Management

General information about the academic discipline

Name of the academic discipline	Brand Management
Code and name of specialty	D3 "Management"
Level of higher education	first(undergraduate) level of higher education
Discipline status	Optional
Number of credits and hours	3 credits / 90 hours. Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

General information about the lecturer. Contact information.

Academic degree	
Academic title	
Position	
Subjects taught by NPP	
Areas of scientific research	
Links to registers of identifiers for scientists	
Contact information of the lecturer:	
E-mail:	
Contact phone number	
Lecturer's portfolio on the website of the department / Institute / Academy	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

Course abstract. The discipline «Brand management» is aimed at forming students' knowledge system for creating, developing and maintaining strong brands in today's competitive environment. The course covers strategic aspects of positioning, brand identity formation, brand capital management and evaluation of its effectiveness.

A brand is the most valuable intangible asset of an organization, and brand management, aimed at creating and managing the value and capital of brands, provides companies with real opportunities not only to maintain a stable group of loyal consumers, but also to significantly increase their value at the expense of successful brands. In view of this, mastering the proposed discipline is important, since the skills acquired in the process of its study will allow to prepare materials for the development of a brand product and provide systematic research of domestic and international legislation on the formation and management of branding.

Therefore, within the framework of the «brand management course, the problems of forming a system of applied knowledge of students in the field of brand management, understanding the conceptual

foundations of system management of activities in the field of branding, acquiring the skills of training and making management decisions in this field of activity are considered

The subject of the academic discipline «Brand management» is the process of managing the organization's activities regarding the formation, development and support of the company's brand portfolio.

The purpose of studying the discipline is. mastering the theoretical foundations and acquiring practical skills in developing a brand management strategy as a key intangible asset of the enterprise.

Tasks of the academic discipline: consist in providing theoretical and practical training of students in brand management in such areas as: the essence of branding and its role in marketing strategy; methods of developing brand architecture and attributes; the main functions of the brand and their characteristics; use of basic communications and media channels in the brand management system; formation of brand positioning and communication strategy; mastering the methodology for assessing brand value and capital.

Prerequisites of the academic discipline. Studying the academic discipline «Brand management» is based on the knowledge and skills acquired by students at the undergraduate level. Namely: regional economy. management, marketing.

Post-requisites of the academic discipline. Knowledge and skills, brand management», contribute to the successful study by students of higher education of a number of other academic disciplines aimed at the formation of professional knowledge and skills: business management, enterprise economics, basics of entrepreneurial activity.

Content of the academic discipline (full-time education)

№	Topic title	Teaching methods/assessment methods
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CONTENT MODULE 1. Theoretical foundations of brand management		<p>Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistics, graphs); Explanatory and illustrative; reproductive; problem presentation method; partially-search; Research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practice of modeling skills); case method (analysis of real economic situations, search for problems, proposal of solutions, construction of models); modeling of professional activity (building economic models, forecasting, scenario modeling).</p> <p>Assessment methods: oral control (oral survey, evaluation of participation in discussions, other interactive learning methods); written control (control, independent works, analytical tasks, essays); test control (closed form tests: test alternative, test compliance, data and model analysis tasks); self-control and self-assessment method; assessment of case tasks; assessment of project and laboratory works (simulation of economic processes, forecasting).</p>
Topic 1.	The essence, meaning, principles, functions and tasks of brand management	
Topic 2.	Brand as an object of management	
Topic 3.	Brand development management system	
Topic 4.	Brand structure and varieties	
Topic 5.	Brand content and attributes	
CONTENT MODULE 2. Branding as a comprehensive marketing technology		
Topic 6.	Models of brand formation and development	
Topic 7.	Features of brand management	
Topic 8.	Brand positioning. Rebranding	
Topic 9.	Modern communication strategies for creating new brands	
Topic 10.	Brand in the media space	
Modular test		
Form of control: credit		

Technical equipment and/or software. In the educational process, classrooms, a library, a multimedia projector and a computer are used to conduct lecture and seminar classes with elements of the presentation. Studying certain topics and performing practical tasks requires access to information from the worldwide Internet, which is provided by a free Wi-Fi network.

Forms of control methods.

Control of the success of education seekers is divided into current and final (semester).

Current control is carried out during practical and seminar classes. Its purpose is systematic verification:

- understanding and assimilation of the theoretical foundations of economic processes;
- ability to apply knowledge to build models and analyze economic data;
- skills in diagnosis and forecasting of economic processes;
- use of specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addendum, questions to who answers;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (control papers, test papers, analytical and abstract papers);
- preparation of notes, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (control work, analytical report, abstract, performance of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- observation of activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- work with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Overall number of points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work during the seminar	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they

receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Evaluation criteria for the modular test in the academic discipline "Brand Management":

When evaluating a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Brand Management" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	passed
82 – 89	B	good	
75 – 81	C	satisfactory	
68 – 74	D		
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not passed with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully master the course «Brand management», the student of education has:

- regularly attend lectures and practical classes;
- systematically, systematically and actively work in lectures and practical classes;
- practice missed classes or unsatisfactory grades obtained in classes;
- to perform in full the tasks required to be prepared by the teacher, their proper quality;
- perform control and other independent work;
- adhere to the norms of academic behavior and ethics.

The course «Brand management» involves the assimilation and observance of the principles of ethics and academic integrity, in particular, the focus on preventing plagiarism in any of its manifestations: all works, reports, essays, essays and presentations must be original and author's, not overburdened with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, write-off, deception, bribery, biased assessment.

Recommended sources of information.

Basic literature:

1. Brand management in modern business: study guide /compiler O. M. Marchenko. Lviv: Lviv State University of Internal Affairs, 2023. 268 p.

2. Brand management: lecture notes: study guide for students of the first (bachelor) level of the specialty 073 «Management» of the educational program «Management and business administration». Composition: K.O. Kuznetsova. Kyiv: Igor Sikorskyi KPI. 2020. 76 p. URL: <https://ela.kpi.ua/handle/123456789/34765>
3. Brand management: education. manual /C. F. Smerichevskyi, S. IS. Petropavlovska, O. A. Radchenko. K.: NAU, 2019. 156 p
4. Law of Ukraine «On protection of rights to signs for goods and services». URL: <http://zakon.rada.gov.ua>
5. Smerichevsky S. F., Petropavlovska S. E., Radchenko O. A. Brand management: education. manual, Kyiv: NAU, 2019. 155 p.
6. 6.Strutynska I. IN. Brand management: theory and practice: education. pos. Ternopil: Print office, 2015. p. 4,204.
7. Aaker, D.A. (2012) Building Strong Brands. Simon & Schuster, New York.
8. Kapferer, Jean-Noël. (2004). The New Strategic Brand Management.
9. Kotler Philip, Pfoertsch Waldemar (2025) B2B Brand Management. Incorporating Performance Branding, Transformative Marketing and Artificial Intelligence. 386 p.
10. Kotler, Philip & Pfoertsch, Waldemar. (2006). B2B Brand Management. The Marketing Review - Market Rev. 7. 10.1362/146934707X205877.

Additional literature:

1. Garkavenko S. S. Marketing : education. manual. Kyiv: Libra, 2020. 384 p.
2. Dorosh-Kizim M.M., Babich L.V., Dorosh M.M. Emotional branding in modern business: impact on consumer loyalty. Science. zap. LUBP. 2024; (42):358-67
3. Dorosh-Kizim, M., & Datsyshyn, M. (2025). Integration of branding and marketing research into the process of ensuring enterprise competitiveness (.Economy and society, (80). <https://doi.org/10.32782/2524-0072/2025-80-147>
4. Bunyak N. M. Peculiarities of brand-oriented management of a modern enterprise. Market infrastructure. 2020. Issue 43. S. 125–130.
5. Karachyna N. P., Dykhnych D. P., Samofalova M. O. Terminological relationship of categories in the branding system. Sustainable development of the economy. No. 2 (49), 2024. S. 325–330
6. Karbovska L, Zheleznyak K. Features of the complex of marketing communications in the pharmaceutical market of Ukraine Journal of science. Lyon №12/2020. 14-17.: <https://www.joslyon.com>
7. Kotler, P., & Armstrong, G. (2023). Principles of Marketing. g Prentice Hall, 2010 - 613.
8. Ologunbe, John. (2023). Digital Marketing Strategies, plan and implementations: A case study of Jumia Group and ASDA UK.
9. Williamson, Oliver E, The Economic Institutions of Capitalism: Firms, Markets, Relational Contracting (1985). University of Illinois at Urbana-Champaign's Academy for Entrepreneurial Leadership Historical Research Reference in Entrepreneurship, Available at SSRN: <https://ssrn.com/abstract=1496720>