



SUBJECT (MODULE) DESCRIPTION

Subject name	Code
Strategic Brand Management	17-01-2022

Staff	Faculty
Coordinator(s): assoc. prof. dr. Ramūnas Časas Others:	Faculty of Economics and business administration

Study cycle	Type of study
Second	Compulsory

Form of implementation	Period of implementation	Language of instruction
Classroom, blended or online	Autumn semester	English

Requirements for student	
Prerequisites: Principles of Marketing Management	Additional requirements (if any):

Number of ECTS credits	Student's workload	Contact hours	Individual work
5	130	32	98

Aim of the course: competency development

The course aims to develop understanding of brand management activities in a company, its strategic importance in the context of business management and its interrelations with marketing communication in order to cover the whole picture of brand value development process in the company, which could be divided in the following stages: deciding, leveraging, expanding and managing brand over the time. After the course, students will be able to use acquired strategic brand management knowledge in practice, while working individually or in a team, they will be able to analyze, summarize and use theoretical information from the fields consumer behaviour and brand management. Based on this, the course develops special abilities to develop brand management strategy that would be appropriate to be applied to practical cases.

Learning outcomes	Teaching methods	Assessment methods
Will be able to analyse brand management strategies and propose situation-appropriate brand management solutions	Problem solving-based learning: interactive lectures, discussions, case study, group project preparation and presentation, individual studying of study materials, individual (voluntary) studying of supplementary certificates	Cumulative grade includes the assessment of activeness during seminars, group projects' assessment, and test (open-ended and close-ended questions)
Will be able to analyse brand management strategies and propose situation-appropriate brand management solutions		
Will know the features of marketing tools and their combination principles in managing brands in the country and global context		
Will be able to analyse the situation and propose the corresponding brand management strategy		

Subject themes	Contact / Individual work: time and assignments								
	Lectures	Tutorials	Seminars	Practical classes	Laboratory work	Practice	E learning	Contact hours	Individual work
									Assignments

Brand concept: brand, product and brand, customer and brand, market and brand.	2								2	10	Study of scientific sources, discussion, practical assignment
Brand equity concept.	2								2	10	Study of scientific sources, discussion, practical assignment
Brand identity and positioning.	2								2	10	Study of scientific sources, discussion, practical assignment
Brand experience and brand attributes	4								4	20	Study of scientific sources, discussion, practical assignment
Brand elements and secondary sources of brand associations	4		4						8	20	Study of scientific sources, discussion, practical assignment
Market entry, brand reinforcement and revitalization	2								2	10	Study of scientific sources, discussion, practical assignment
Brand extension: product line extension, brand related and unrelated extensions	6								6	10	Study of scientific sources, discussion, practical assignment
Brand hierarchy and brand architecture	2		4						6	8	Study of scientific sources, discussion, practical assignment
	24		8						32	98	

Assessment strategy	Share in %	Time of assessment	Assessment criteria
Homework: two case studies-seminars presentations	50 (25 each)	during the semester	With the previous topics related practical assignments/brand case studies done within the students groups. Each homework is presented in the classroom and assessed a 10-point system. Final grade - the average of all presentations (if more than one). All case studies have to prepared in written form as well.
Exam - test	50	during the exam session	The exam assessment is drawn up by the percentage of right answers: >90% - excellent - 10 >80%, but <=90% - very good - 9 >70%, but <=80% - good - 8 >60%, but <=70% - average - 7 >55%, but <=60% - satisfactory - 6 >50%, but <=55% - poor - 5 less than 50% - unsatisfactory, the minimum requirements are not met, the exam needs to be retaken.
1. Important note! In order to get positive final assessment, everyone has to complete all above mentioned assignments and get at least positive (5 or more) marks.			
2. Important note! In the case of external examination, student has to complete individually the homeworks (writing reports, no presentations are required) and to pass the exam. The formula for final grade is the same.			

Author	Published in	Title	Issue No. or Volume	Publishing house or Internet site
Required reading				
Keller, K.L., Swaminathan, W.	2019	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	5th ed	London: Pearson Education
Kapferer, J-N.,	2013	The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term	5 th ed	Kogan Page
Supplementary reading				

Assigned additional readings (research papers and internet resources)				Uploaded in emokymai.lt
---	--	--	--	-------------------------