

Course title: Basics of branding			
Lecturer: Diona Đurđević			
Course status: Elective, Sixth Semester			
ECTS: 7			
Requirements: none			
Course aims Course aims include familiarizing the students with the main concepts in branding, with the role of branding in the modern consumer society, and with the main strategies of brand management for the building and communication of brand values that successful companies apply for profitability.			
Course outcome Understanding the role and value of brands in the consumer society, as well as strategies of brand management (the choice of brand name, creating values for consumers, positioning, differentiation and communication of a brand) which should help the companies to market their brands successfully on the modern market.			
Course content			
<i>Theory classes</i>			
<ol style="list-style-type: none"> 1. Introductory remarks about the role of branding in the consumer society 2. Brand building 3. The choice of brand name 4. Devising the brand strategy 5. Brand management – managing brand portfolios 6. Branding yesterday, today, tomorrow 7. Making of a profitable brand 8. Creating and delivering value to the consumer 9. Identifying competition 10. Strategies of positioning 11. Strategies of differentiation 12. Successful strategies for enhancing profitability 13. Principles of profitable branding for the communication of the brand 14. Managing brands and lines of products in time: the life cycle of a product 15. Ethical questions in relation to branding 			
<i>Practice classes</i>			
Case studies related to branding, application of modern tools of brand management with the aim of creating strong brands, examples of successful market practice.			
Recommended Literature:			
Reading list			
1. Wreden Nick, ''ProfitBrend'', Kogan Page Ltd, 2005.			
Further reading			
<ol style="list-style-type: none"> 1. Jobber David, Fahy John, ''Foundations of Marketing'', McGraw-Hill Education (UK) Limited, 2006.; 2. Kotler Philip, Keller Kevin Lane, ''Marketing management'', Pearson Education, Inc., Upper Saddle River, New Jersey,07458, 2006. 			
Number of active teaching classes		Theory classes:3	Practice classes:3
Teaching methods: Lectures, practice, consultations, case study methodology, seminar papers.			
Knowledge assessment			
Pre-exam tasks	points	Final exam	points
In-class activity	5	Written exam	30
Practice classes	5	oral exam	

Mid-term tests	2x20	
Seminar papers	20		