

Course title: Branding			
Lecturer: Diona Durdević			
Course status: Elective, Second Semester			
ECTS: 6			
Requirements: none			
Course aim: Course aim is to familiarize the students with the basics of branding, as well as with the significance and role of branding on the modern market, the activities and tools of brand management which help in creating strong and successful brands, whereby the main focus is on the consumer, as the only market-sustainable point of reference.			
Course outcome: Understanding the role of branding in the modern market, specific activities and modern tools of brand management, as well as a strategic approach to branding that leads to making successful and enduring brands through positioning the brand in the consumers' consciousness and a business development geared toward customer satisfaction that beats the competition.			
Course content: <i>Theory classes:</i>			
<ol style="list-style-type: none"> 1. Introductory remarks about the role of branding on the modern market 2. Basics of the brand concept 3. Offer of quality and trademark 4. Modern consumer and deciding on the purchase of a brand 5. Creating brands 6. Tools for creating brand identity 7. Making strong brands 8. Creating brand value 9. Positioning brands 10. Communicating values 11. Positioning the brand in the consumers' consciousness 12. Strategic approach to branding 13. Relations with the competition 14. Market value of a brand 15. Assessment of brand effectiveness 			
<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:			
<ol style="list-style-type: none"> 1. Keller Kevin Lane, <i>Strategic Brand Management</i>, Pearson, 2013. 2. Kotler Philip, Keller Kevin Lane, <i>Marketing management</i>, Pearson Education, Inc., Upper Saddle River, New Jersey, 07458, 2006. 3. Kotler Philip, <i>How to Create, Win, and Dominate Markets</i>, Free Press, 2014. 4. Gobe Marc, <i>Emotional Branding</i>, Allworth Press, 2010. 5. Lindstrom Martin, <i>BRAND sense</i>, Free Press, 2005. 			
Number of active teaching classes:	Theory classes: 2	Practice classes: 2	
Teaching methods: Lectures, practice, consultations, case study methodology, seminar papers.			
Knowledge assessment			
Pre-exam	points	Final exam	poena
In-class activity	5	Written exam	30
practice classes	5	Oral exam	
mid-term tests	2x20		
seminar papers	20		