

<b>Course title: Branding</b>			
<b>Lecturer: Diona Durdević</b>			
<b>Course status: Elective, Second Semester</b>			
<b>ECTS: 6</b>			
<b>Requirements: none</b>			
<b>Course aim:</b> 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.			
<b>Course outcome:</b> 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.			
<b>Course content: <i>Theory classes:</i></b>			
<ol style="list-style-type: none"> <li>1. Introductory remarks about the role of branding on the modern market</li> <li>2. Basics of the brand concept</li> <li>3. Offer of quality and trademark</li> <li>4. Modern consumer and deciding on the purchase of a brand</li> <li>5. Creating brands</li> <li>6. Tools for creating brand identity</li> <li>7. Making strong brands</li> <li>8. Creating brand value</li> <li>9. Positioning brands</li> <li>10. Communicating values</li> <li>11. Positioning the brand in the consumers' consciousness</li> <li>12. Strategic approach to branding</li> <li>13. Relations with the competition</li> <li>14. Market value of a brand</li> <li>15. Assessment of brand effectiveness</li> </ol>			
<b><i>Practice classes:</i></b>			
Case studies related to branding, application of modern tools of brand management with the aim of creating strong brands, examples of successful market practice.			
<b>Recommended Literature:</b>			
<ol style="list-style-type: none"> <li>1. Keller Kevin Lane, <i>Strategic Brand Management</i>, Pearson, 2013.</li> <li>2. Kotler Philip, Keller Kevin Lane, <i>Marketing management</i>, Pearson Education, Inc., Upper Saddle River, New Jersey, 07458, 2006.</li> <li>3. Kotler Philip, <i>How to Create, Win, and Dominate Markets</i>, Free Press, 2014.</li> <li>4. Gobe Marc, <i>Emotional Branding</i>, Allworth Press, 2010.</li> <li>5. Lindstrom Martin, <i>BRAND sense</i>, Free Press, 2005.</li> </ol>			
<b>Number of active teaching classes:</b>	Theory classes: 2	Practice classes: 2	
<b>Teaching methods:</b> Lectures, practice, consultations, case study methodology, seminar papers.			
<b>Knowledge assessment</b>			
<b>Pre-exam</b>	<b>points</b>	<b>Final exam</b>	<b>poena</b>
In-class activity	<b>5</b>	Written exam	<b>30</b>
practice classes	<b>5</b>	Oral exam	
mid-term tests	<b>2x20</b>		
seminar papers	<b>20</b>		