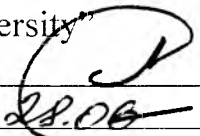


Educational Institution
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution
“Belarus State Economic
University”

 A.V. Egorov
2024

Registration number № УД 6237-24/уч.

GLOBAL BRAND MANAGEMENT

The curriculum of the Educational Institution of higher education
in the academic discipline for the major
7-06-0412-04 Marketing

The curriculum is based on the educational standard of general higher education OSVO 7-06-0412-04 "Marketing" (Specialization International Marketing (in English)).

PROGRAMM AUTHOR:

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REVIEWERS:

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D.F. Rutko, Head of the Department of Economic Development and Management of the Academy of Management under the President of the Republic of Belarus, Candidate of Economic Sciences, Associate Professor

RECOMMENDED FOR CONFIRMATION:

Marketing Department of the Educational Institution "Belarus State Economic University"

(protocol № 12 of 16.05.2024)

Methodical Commission of the specialty "Marketing", "Logistics", "Advertising Activities" of the educational institution "Belarusian State University of Economics"

(protocol № 7 of 21.05.2024)

Scientific and Methodological Council of the Educational Institution "Belarus State Economic University"

(protocol № 8 of 27.06.2024)

EXPLANATORY NOTE

A brand helps to distinguish the goods of one producer from those of others. It plays a significant role in strategic marketing nowadays and is often referred as one of strategic assets that can provide a company long-lasting competitive advantage.

Understanding the consumers and their wants is crucial in today's highly competitive world. Global branding creates a stronger competitive advantage for companies. Once a company is able to successfully compete locally, or even within a nation, it makes sense to expand globally. Global marketing allows customers worldwide to be better-informed and more focused on the products and services a company offers.

The course "Global Brand Management" offers undergraduates the opportunity to get acquainted with the fundamental marketing strategies in brand management. It focuses on exploring the role of branding and the development of a brand in strategic marketing field and highlights the performance of a brand in competition on local and global markets.

The purpose of the academic discipline is to form the systematic knowledge and practical skills in the sphere of global brand management in order to develop professional competences of master students.

The main objectives of the course are to provide the undergraduates with the conceptual framework of brand management and to strengthen the students' skills and decision-making abilities in brand management.

The academic discipline belongs to the module "Managing international marketing" of the educational institution component.

The academic discipline "Global Brand Management" is closely related to such academic disciplines as Strategic Marketing, International Marketing, Relationship Marketing, Digital Marketing, etc.

Lectures are a mix of theory and practical exercises (cases study) used to increase undergraduates' involvement and work capacities. Workshops include written exercises (storytelling), group projects on brand elements creation, oral individual and group presentations, case study.

As a result of studying the academic discipline "Global Brand Management," the following competencies are formed:

-specialized

SK-6: Apply in practice various branding tools, assess brand equity, form a global brand portfolio, model the brand image of an enterprise.

As a result of studying the academic discipline, the student must:

know: the essence, basic concepts and categories of branding; the main stages of a strong brand building; key marketing strategies for a brand building; the concept of brand identity, brand value; the concept of brand equity; the concept of brand loyalty; the concept of brand architecture; Key brand Performance Indicators (KPI); peculiarities of integrated marketing communications for brand equity building usage; peculiarities of a global brand building.

be able to: develop brand strategies, brand architecture; identify target audiences; analyze the company's brand competitive position; measure and track brand performance; establish the strategies and develop brand positioning at the international level.

possess: the knowledge of theoretical and practical foundations of global brand management; skills to develop and implement the concept of global brand management in organizations of various product specifics; the practice of evaluating the effectiveness of branding strategy implementation.

As part of the educational process in this academic discipline, the student must acquire not only theoretical and practical knowledge, skills and abilities in the specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

Form of higher education: full-time.

The total number of hours in the academic discipline is 108, of which a total of 36 hours are classroom hours, including 18 hours of lectures, 18 hours of practical classes.

The complexity of the academic discipline is 3 credit units.

The form of intermediate certification for the academic discipline is a credit in the 2nd semester.

CONTENT OF EDUCATIONAL MATERIAL

Topic 1. What is a Brand? Key Branding Concepts

The essence of a brand. Trademark. The difference between a trademark and a brand. The role of brands. Brand objectives. Brand elements.

Brand identity. Steps of a brand identity creation. The brand triangle.

Brand value. How to create a brand value. How to calculate a brand value. Brand equity. The difference between brand value and brand equity.

Branding: the essence, types.

Topic 2. Creating the Brand: Name, Slogan, Logo, Symbols, Corporate Hero

Brand name. How to choose a brand name. Qualities of an effective name. The brand naming process. Types of brand names. Methods for a brand name creation. Branding techniques. Topology of brand marks.

Logo. How to design a logo. Types of logos. Slogan. Taglines. Do's and don'ts of using a slogan. Shapes, colors, forms of brand marks. The meaning behind logo colors and shapes. Brand graphics. Sounds, movements, smells, tastes as components of a brand. Corporate hero. How to use the hero story in corporate communications.

Topic 3. Marketing Strategies for a Brand Building

The essence of a marketing strategy. Types of marketing strategies. The process of a brand strategy building. Defining short and long-term company's goals. Mission and vision of a brand. Target market.

Consumer analysis: trends, motivation, perceptions, needs, behavior. Consumer markets segmenting: demographic, geographic, behavioral and psychographic segmentation. Defining a niche. Target market research. The consumer decision journey.

Competitive analysis. SWOT analysis. Porter's five forces. Strategic group analysis. Growth share matrix. Perceptual mapping. Company analysis.

Topic 4. Brand Positioning. Brand Ethics

The essence of a brand positioning. The role of a brand positioning. Brand positioning strategies. Points-of-difference and points-of-parity. Brand positioning bullseye. The key competitive advantages of a company. Rational and emotional components of a brand positioning.

The process of brand positioning. Emotional branding. Storytelling. Brand repositioning. Benchmarking. Cobranding.

Brand positioning for large and small businesses: the differences and peculiarities.

The ethical backlash of corporate branding. Corporate social responsibility.

Topic 5. Integrating marketing communications to build brand equity

The essence of brand equity. Components of brand equity. Building brand equity. Measuring brand equity.

The communications process models. Macromodel of the communications process. Micromodel of consumer responses. Communications objectives determination. Steps of an effective communications development.

Communications channels. Marketing communications mix. Customer interaction.

Personal communications channels: direct marketing, word-of-mouth marketing, personal selling, interactive marketing. Nonpersonal communications channels: advertising, sales promotion, events and experiences, public relations.

Integrated marketing communications. Marketing communications budget creation. Main factors which influence the choice of communications mix: type of product market, consumer readiness to make a purchase, stage in the product life cycle.. Measuring the effectiveness of the marketing communications mix.

Topic 6. Brand Architecture

The essence of brand architecture. Brand architecture models. Company's portfolio of brands. Sub-brands. Types of brand architecture. Branded house and house of brands. Endorsed brand architecture. Hybrid brand architecture. Roles and the nature of relationships between brands.

The benefits of a clear brand architecture. Ways to create brand architecture. Factors to consider when creating brand architecture.

Topic 7. Brand Awareness and Brand Loyalty. Measuring and Tracking Brand Performance

The essence of brand awareness. Importance of brand awareness. Ways to establish a solid brand awareness. Measuring brand awareness. Quantitative brand awareness measures. Qualitative brand awareness measures.

Brand association. Brand perceived quality.

The essence of a brand loyalty. Ways to build brand loyalty. Main types of customer loyalty. Stages of customer loyalty. The ladder of customer loyalty. Lifestyle and premium branding.

Brand tracking: the essence. Brand performance metrics: awareness, familiarity, consideration, purchase, advocacy. Brand Key Performance Indicators (KPIs).

Topic 8. Global Branding

Global branding: the essence, advantages and disadvantages. Building a global brand. Global brand strategies. Limits of global marketing. The internationalization of a brand. Differences between local and international brands. The national image of global brands. The most common mistakes companies make with global branding. Global brand metrics and assessment system.

Educational and methodical map of the academic discipline "Global Brand
Management"
for full-time higher education

Number of section, topic	Name of section, topic	Quantity of classroom hours							Literature	Form of knowledge control
		Lectures	Practical lessons	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice				
						L	P/S	Lab		
1.	What is a Brand? Key Branding Concepts	2	-	-	-	-	-	-	[1,2,5]	
2.	Creating the Brand: Name, Slogan, Symbols, Corporate Hero	2	-	-	-	-	-	-	[1,4,5]	Group project presentation
	Creating the Brand: Name, Slogan, Symbols, Corporate Hero	-	4	-	-	-	-	-	[1,4,5]	Group project presentation
3.	Marketing Strategies for a Brand Building	2	-	-	-	-	-	-	[1,2,3,5]	Test
	Marketing Strategies for a Brand Building	-	2	-	-	-	-	-	[1,2,3,5]	Test
4.	Brand Positioning. Brand Ethics	2	-	-	-	-	-	-	[1,4,5]	Case study
	Brand Positioning. Brand Ethics		2						[1,4,5]	Case study
5.	Integrating marketing communications to build brand equity	4	-	-	-	-	-	-	[1,2,5]	Group project presentation
	Integrating marketing communications to build brand equity		4						[1,2,5]	Group project presentation
6.	Brand Architecture	2		-	-	-	-	-	[1,2,5]	Debate
	Brand Architecture		2						[1,2,5]	Debate
7.	Brand Awareness and Brand Loyalty. Measuring and Tracking Brand Performance	2	-	-	-	-	-	-	[1,2,5]	Test
	Brand Awareness and Brand Loyalty. Measuring and Tracking Brand Performance	-	2	-	-	-	-	-	[1,2,5]	Test
8.	Global Branding	2	-	-	-	-	-	-	[1,2,3,5]	Case study
	Global Branding	-	2	-	-	-	-	-	[1,2,3,5]	Case study
	Hours in total	18	18	-	-	-	-	-		Credit

INFORMATIONAL AND METHODOLOGICAL PART

LITERATURE

Basic

1. Hill, Ch.W. International Business. Competing in the Global Marketplace / Hill Ch.W., G. T. Hult. - 12 ed. - New York : McGraw-Hill Education, 2019. - XXXII, 667 p.
2. Kotler, Ph. Marketing management : Analysis, planning, implementation and control / Kotler Ph. - Millennium ed. - New Jersey : Prentice Hall Inc., 2000. - XXX, 751 p.
3. Lamben, J.-J. Market-oriented management : a textbook for students studying under the Master of Business Administration program / Lamben J.-J., R. Chumpitas, I. Shuling ; [trans. from English by I.I. Malkov]. - 2nd ed. - St. Petersburg. [et al.] : St. Petersburg, 2020. - 927 p. - (in Russian).
4. Makashev, M. O. Brand management : a textbook for students of higher educational institutions studying in the areas of training 080200 "Management", 080111 "Marketing" (qualification (degree) "bachelor") / M. O. Makashev. - St. Petersburg. [et al.] : St. Petersburg, 2018. - 224 p. - (in Russian).

Additional

5. Andjelic, A. The Business of Aspiration / A. Andjelic. – Abingdon-on-Thames: Routledge, 2020. – 106 p.
6. Bertram, M. Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers / M. Bertram. – Ainsley & Allen Publishing, 2018. – 200 p.
7. Diehl, G.V. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible / G.V. Diehl. – Identity Publications, 2017. – 274 p.
8. Geyrhalter, F. How to Launch a Brand (2nd Edition): Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity / F. Geyrhalter. – Brandtro, 2016. – 122 p.
9. Hall, J. Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You / J. Hall. – New York: McGraw-Hill Education, 2017. – 208 p.
10. Johnson, M. Branding: In Five and a Half Steps / M. Johnson. – New York: Thames & Hudson, 2016. – 320 p.
11. Keller, L. K. Strategic Brand Management: building, Measuring, and Managing Brand Equity / K. L. Keller. Fifth Edition. – New Jersey: Pearson Education Limited, 2020. – 600 p.
12. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. Fifteenth Edition. – New Jersey: Pearson Education Limited, 2015. – 832 p.
13. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. Fifth Edition.

– London: Bloomsbury Academic, 2023. – 688 p.

14. Miller, D. Building a StoryBrand: Clarify Your Message So Customers Will Listen / D. Miller. – New York: HarperCollins Leadership, 2017. – 240 p.

15. Miller, J. Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand / J. Miller. – Toronto: Dundurn, 2015.

16. Wheeler, A. Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding / A. Wheeler. Sixth Edition. – New York: Wiley, 2024. – 352 p.

17. Workbook for Building a StoryBrand: Clarify Your Message So Customers Will Listen (A Guide to Donald Miller's Book). – Dexter Publishing (Author), 2023. – 62 p.

METHODOLOGICAL RECOMMENDATIONS FOR ORGANIZING INDEPENDENT WORK

Mastering the knowledge of the discipline is an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

- first-hand view of the curriculum;
- first-hand view of the list of recommended literature, selection of additional literature;
- preparation for practical lessons using specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, group projects, examinations, etc.);
- work on the implementation of abstracts and essays;
- case study on the example of world famous brands;
- fulfillment of individual assignments, preparation of group projects;
- credit preparation.

THE LIST OF ESSAY TOPICS

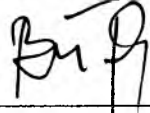
1. Branding and customer experience.
2. Personal branding.
3. Brand and content marketing.
4. Influence of branding on consumer behavior.
5. Creating strong brand identity.
6. Consumers and brands across the globe: cultural perspectives.
7. Importance of social networking on the brand building and development.
8. History of brands and the evolution of branding.
9. Relationship between brands and marketing mix.
10. Branding techniques and approaches.
11. B2B branding strategies.
12. B2C branding strategies.
13. Building a brand reputation.
14. The importance of branding in small businesses.
15. Branding and brand image.
16. Green brand positioning.
17. Impacts of branding mistakes.
18. Retaining brand value through innovation.
19. How to build strong online branding.
20. Brand loyalty.
21. Global branding.
22. Brand naming.
23. Choosing the main elements of a brand.
24. Brand positioning strategies.
25. Corporate social responsibility in branding.
26. Branding techniques.
27. Brand architecture.
28. Brand positioning for large and small businesses.
29. Local and international branding.
30. Benchmarking. Cobranding.

QUESTIONS FOR THE CREDIT

1. Brand: the essence, the role, objectives.
2. Brand elements.
3. Brand identity. Steps of a brand identity creation.
4. Brand value. Brand equity.
5. Branding: the essence, types.
6. Brand name: qualities, types.
7. The brand naming process.
8. Methods of a brand name creation. Branding techniques.
9. Logo. Slogan. Taglines.
10. Shapes, colors, forms of brand marks.
11. Brand graphics. Sounds, movements, smells, tastes as components of a brand.
12. Corporate hero.
13. Marketing strategy: the essence, types.
14. The process of a brand strategy building.
15. Consumer analysis: trends, motivation, perceptions, needs, behavior.
16. Consumer markets segmenting: demographic, geographic, behavioral and psychographic segmentation.
17. Target market research. The consumer decision journey.
18. Competitive analysis: SWOT analysis, Porter's five forces.
19. Competitive analysis: strategic group analysis, growth share matrix, perceptual mapping.
20. Brand positioning: the essence, the role.
21. Brand positioning strategies.
22. The process of brand positioning.
23. Brand repositioning. Benchmarking. Cobranding.
24. Brand positioning for large and small businesses.
25. Corporate social responsibility.
26. Building and measuring brand equity.
27. The communications process models.
28. Personal and nonpersonal communications channels.
29. Main factors which influence the choice of communications mix.
30. Measuring the effectiveness of the marketing communications mix.
31. Brand architecture: the essence, models.
32. Portfolio of brands
33. Branding strategies.
34. Factors to consider when creating brand architecture.
35. Brand awareness: the essence, ways to establish, measuring.
36. Brand association. Brand perceived quality.
37. Brand loyalty: the essence, ways to build, types, stages of customer loyalty.
38. Brand tracking: the essence, Brand Key Performance Indicators (KPIs).

- 39. Global branding: the essence, advantages and disadvantages.
- 40. Global brand strategies.
- 41. Local and international brands. The national image of global brands.
- 42. The most common mistakes companies make with global branding.
- 43. Global brand metrics and assessment system.

**PROTOCOL FOR APPROVAL OF THE CURRICULUM WITH OTHER
ACADEMIC DISCIPLINES OF THE SPECIALTY**

Study discipline for coordination	Title of the department	Suggestions of the alterations in the study program contests	The solution taken by the Department according to the study program (date and protocol number)
Branding	Department of Industrial Marketing and Communications	No comments or suggestions	
			

SUPPLEMENTS AND ALTERATIONS TO THE EDUCATIONAL
CURRICULUM OF THE STUDIED DISCIPLINE “GLOBAL BRAND
MANAGEMENT”

(Registration number № from)

for the ____/____ study year

№	Supplements and alterations	Base

The study program is revised and approved at a meeting of the Marketing Department
(protocol № ____ of _____ 20____)

Head of the Marketing Department

(academic degree, academic title)

(signature)

(Name, Surname)

I APPROVE

(academic degree, academic title)

(signature)

(Name, Surname)