

COURSE TITLE		BRAND MANAGEMENT					
Course code	DTT018	Year of study	2				
Lecturer(s)	Katja Rakušić Cvrtak, PhD, senior lecturer	ECTS (Number of credits allocated)	6				
Associates	/	Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory	
			30	10	20		
Course status	Compulsory	Percentage share of e-learning	20%				
COURSE DESCRIPTION							
Course Objectives	<ul style="list-style-type: none"><li>• To acquire awareness about the importance of the brand as a market property, its meaning and value.</li><li>• To link previously acquired marketing knowledge with the concept of brands and brand management.</li><li>• To develop a creative and critical way of thinking among students in order to build and effectively manage the brand.</li><li>• To adopt a basic principles of strategic brand management.</li><li>• To apply acquired knowledge in order to solve specific market situations and problems related to the brand</li></ul>						
Course enrolment requirements and entry competencies required for the course	/						
Learning outcomes	<ol style="list-style-type: none"><li>1. Define the basic concepts related to a brand and brand management.</li><li>2. Explain the relationship between the brand creation and enterprise development.</li><li>3. Analyze the basic determinants in strategic brand management.</li><li>4. Develop a concrete plan for building, positioning the brand, and creating its marketing program.</li><li>5. Adopt the process of brand value measurement and develop valid instruments for it. brand value measurement</li></ol>						
On successful completion of this course, student should be able to:							
Course content	Brands and Brand Management, Customer-Based Brand Equity and Brand Positioning, Brand Resonance and the Brand Value Chain, Choosing Brand Elements to Build Brand Equity, Designing Marketing Programs to Build Brand Equity, Integrating Marketing Communications to Build Brand Equity, Branding in the Digital Era, Leveraging Secondary Brand Associations to Build Brand Equity, Developing a Brand Equity Measurement and Management System, Measuring Sources of Brand Equity: Capturing Customer Mind-Set, Measuring Outcomes of Brand Equity: Capturing Market Performance, Growing and Sustaining Brand Equity, Designing and Implementing Brand Architecture Strategies, Introducing and Naming New Products and Brand Extensions, Managing Brands Over Time, Managing Brands Over Geographic Boundaries and Market Segments						
Types of teaching:	x lecture x seminars and workshop x practical		x self-study x multimedia <input type="checkbox"/> laboratory				

	<input checked="" type="checkbox"/> combined e-learning <input checked="" type="checkbox"/> field research		<input type="checkbox"/> mentoring work <input type="checkbox"/> (others)		
Student obligations	Attending classes, seminar workshops, exams.				
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	2	Research		Practical work
	Experimental work		Report		(others)
	Essay		Seminar	1	(others)
	Self-study	1	Workshop		(others)
	Project	1,5	Office hours, mid-term exams and final exam	0,5	(others)
Assessment and evaluation of student work during classes and at the final exam	CONTINUOUS ASSESSMENT				
	Continuous testing indicators		Performance $A_i$ (%)	Grade ratio $k_i$ (%)	
	Class attendance and participation		50-100	0,5	
	Seminar work		50-100	10	
	Team project work		50-100	15	
	First mid-term exam		50-100	35	
	Second mid-term exam		50-100	35	
	FINAL ASSESSMENT				
	Indicators checks		Performance $A_i$ (%)	Grade ratio $k_i$ (%)	
	Final exam		50 - 100	70	
	Previous activities		50 - 100	30	
	Indicators checks		Performance $A_i$ (%)	Grade ratio $k_i$ (%)	
	Final exam		50 - 100	70	
	Previous activities		50 - 100	30	
	<p>The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:</p> $Grade (\%) = \sum_{i=1}^N k_i A_i$ <p><math>k_i</math>- weighting factor for each activity,  <math>A_i</math>- success in percentage achieved for a particular activity,</p>				

	N - total number of activities.		
	PERFORMANCE AND GRADE		
	Percentage	Criteria	Grade
	50% - 61%	basic criteria met	sufficient (2)
	62% - 74%	average performance with some errors	good (3)
	75% - 87%	above average performance with minor errors	very good (4)
	88% - 100%	outstanding performance	outstanding (5)
Required reading	Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition, by Kevin Keller, Vanitha Swaminathan		
Optional reading	<ol style="list-style-type: none"> <li>1. Vranešević, T. : Upravljanje markama, Accent, Zagreb, 2007</li> <li>2. Pavlek, Z.: Branding – kako izgraditi najbolju marku, M.E.P. Consult, Zagreb, 2008</li> <li>3. Kotler, P., Keller, K.L., Martinović, M. : Upravljanje marketingom, Mate d.o.o., Zagreb, 2014</li> <li>4. Keller, K.L. Strategic Brand Management – Building, Measuring and Managing Brand Equity, Prentice Hall, New Jersey, NJ (2012)</li> <li>5. Olins, W, Brendovi, marke u suvremenom svijetu , Golden marketing-Tehnička knjiga,Zagreb, 2008.</li> <li>6. Keller, K.,L.,Slučajevi najbolje prakse upravljanja markama: Pouke najsnažnijih svjetskih maraka, Accent, Zagreb, 2008.</li> </ol>		
Quality monitoring to ensure the acquisition of established learning outcomes	<ul style="list-style-type: none"> <li>• Records of class attendance and success in performing student obligations</li> <li>• Updating detailed course curricula</li> <li>• Supervision of teaching activities</li> <li>• Continuous quality control of all parameters of the teaching process in accordance with the Action Plans</li> <li>• Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement).</li> </ul>		
Other information	/		