

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  On successful completion of this course, student should be able to:	<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>									
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:	<input checked="" type="checkbox"/> lecture <input checked="" type="checkbox"/> seminars and workshop <input checked="" type="checkbox"/> practical		<input checked="" type="checkbox"/> self-study <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory							

	x combined e-learning x 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			
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	Final exam			50 - 100	70			
	Previous activities			50 - 100	30			
The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:								
$Grade (\%) = \sum_{i=1}^N k_i A_i$								
$k_i$ - weighting factor for each activity, $A_i$ - success in percentage achieved for a particular activity,								

	<p><i>N</i> - total number of activities.</p> <table border="1"> <thead> <tr> <th colspan="3">PERFORMANCE AND GRADE</th></tr> <tr> <th>Percentage</th><th>Criteria</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>50% - 61%</td><td>basic criteria met</td><td>sufficient (2)</td></tr> <tr> <td>62% - 74%</td><td>average performance with some errors</td><td>good (3)</td></tr> <tr> <td>75% - 87%</td><td>above average performance with minor errors</td><td>very good (4)</td></tr> <tr> <td>88% - 100%</td><td>outstanding performance</td><td>outstanding (5)</td></tr> </tbody> </table>	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)
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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	/																		