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Course title	Brand Management			
Course code	MRKT316			
Course type	Theoretical, Compulsory Course			
Level	Undergraduate			
Year / Semester	Year 3 Semester 6			
Teacher's name	Yerocostas Costas			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	This course aims to provide, an in depth examination on how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. An analysis of brand management from the consumer perspective to highlight the importance of customer perceptions in bringing brands to life and the role of brand knowledge in building brand equity. Additionally, a further consideration is given of the role of marketing communication vehicles and platforms in effective brand management.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands. • Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.). • Be able to identify brand meaning and to measure brand strength for any particular market offering. • Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance. 			
Prerequisites	MGMT112 Introduction to Business & Management	Required	None	
	MRKT217 Principles of Marketing			
Course content	<ul style="list-style-type: none"> • Introduction: Brand management and brand leadership ideas, Branding and the marketing mix, Marketing communications overview • Understanding customer-based brand equity • Building strong brands • Developing marketing and communication programs for brands: Leveraging brand associations, Social Media and the branded customer Experience • Measuring brand performance: Understanding the role of emotion and affect in brand building • Branding research and brand measurement 			

	<ul style="list-style-type: none"> • Brand design and structures: Brand extensions • Managing brand equity for long-term success
Teaching methodology	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πανηγυράκης, Γ., (2016). Επικοινωνία και δημόσιες σχέσεις - Μελέτες περιπτώσεων. [ηλεκτρ. βιβλ.] Αθήνα :Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN 978-960-603-447-3 Διαθέσιμο στο: http://hdl.handle.net/11419/6412 • Λυμπερόπουλος, Κ., Τζαναβάρας, Β., Σαλαμούρα, Μ. (2015). Στρατηγικές διεθνούς και εξαγωγικού μάρκετινγκ. [ηλεκτρ. βιβλ.] Αθήνα: Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN 978-960-603-211-0. Διαθέσιμο στο: http://hdl.handle.net/11419/1555 <p>English Bibliography</p> <ul style="list-style-type: none"> • Debbie Millman (2012), Brand Bible : The Complete Guide to Building, Designing, and Sustaining Brands. Beverly, Mass: Rockport Publishers, ISBN 9781592537266 EBSCO • Lindstrom, M.(2005), Brand sense : Build powerful brands through touch, taste, smell, sight and sound. Free Press,ISBN: 0-7432-6784-2 • Kapferer, J.N., Bastien, V.(2009), The luxury strategy : Break the rules of marketing to build luxury brands. Kogan page,ISBN: 978-0-7494-5477-7
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment: 30% • Intermediate Written Examination: 20% • Final Written Examination: 40%
Language	English or Greek