

<b>Course title</b>	<b>Brand Management</b>			
<b>Course code</b>	<b>MRKT316</b>			
<b>Course type</b>	<b>Theoretical</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 3 Semester 6			
<b>Teacher's name</b>	Yerocostas Costas			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	<p>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.</p>			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.</li> <li>• 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.).</li> <li>• Be able to identify brand meaning and to measure brand strength for any particular market offering.</li> <li>• Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.</li> </ul>			
<b>Prerequisites</b>	MGMT112 Introduction to Business & Management MRKT217 Principles of Marketing	<b>Required</b>	None	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• <b>Introduction:</b> Brand management and brand leadership ideas, Branding and the marketing mix, Marketing communications overview</li> <li>• <b>Understanding customer-cased brand equity</b></li> <li>• <b>Building strong brands</b></li> <li>• <b>Developing marketing and communication programs for brands:</b> Leveraging brand associations, Social Media and the branded customer Experience</li> <li>• <b>Measuring brand performance:</b> Understanding the role of emotion and affect in brand building</li> <li>• <b>Branding research and brand measurement</b></li> <li>• <b>Brand design and structures:</b> Brand extensions</li> </ul>			

	<ul style="list-style-type: none"> <li>• <b>Managing brand equity for long-term success</b></li> </ul>
<b>Teaching methodology</b>	<ul style="list-style-type: none"> <li>• Classroom based</li> <li>• Discussion and Analysis using case studies and examples</li> <li>• Use of Internet and associated I.T. infrastructure</li> <li>• Slideshow using Video Projector, Use of whiteboard</li> <li>• Q &amp; A Sessions</li> </ul>
<b>Bibliography</b>	<p><b>Ελληνική</b></p> <ul style="list-style-type: none"> <li>• Πανηγυράκης, Γ., (2016). Επικοινωνία και δημόσιες σχέσεις - Μελέτες περιπτώσεων. [ηλεκτρ. βιβλ.] Αθήνα :Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN 978-960-603-447-3 <b>Διαθέσιμο στο: <a href="http://hdl.handle.net/11419/6412">http://hdl.handle.net/11419/6412</a></b></li> <li>• 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. <b>Διαθέσιμο στο: <a href="http://hdl.handle.net/11419/1555">http://hdl.handle.net/11419/1555</a></b></li> </ul> <p><b>Αγγλική</b></p> <ul style="list-style-type: none"> <li>• Debbie Millman (2012), Brand Bible : The Complete Guide to Building, Designing, and Sustaining Brands. Beverly, Mass: Rockport Publishers, ISBN 9781592537266 <b>EBSCO</b></li> <li>• Lindstrom, M.(2005), Brand sense : Build powerful brands through touch, taste, smell, sight and sound. Free Press,ISBN: 0-7432-6784-2</li> <li>• 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</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Class Participation: 10%</li> <li>• Assignment: 30%</li> <li>• Intermediate Written Examination: 20%</li> <li>• Final Written Examination: 40%</li> </ul>
<b>Language</b>	English or Greek