Ministry of Education and Science of Ukraine
V. N. Karazin Kharkiv National University

BRAND MANAGEMENT

Methodical recommendations
for preparation for practical classes and independent work
on the discipline for students of the Second (Master’s) Level of Higher Education
in specialty 073 “Management” under the Educational Program
“Management of Organizations and Administration”

Electronic resource

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B 84 **Brand** Management : methodical recommendations for preparation for practical classes and independent work on the discipline for students of the second (Master's) level of higher education in specialty 073 "Management" under the educational program "Management of Organizations and Administration" [Electronic resource] / compiler T. Chelombitko. – Kharkiv : V. N. Karazin KhNU, 2025. – (PDF 54 p.)

The methodical recommendations have been developed for students of the second (Master's) level of higher education in specialty 073 "Management" under the educational program "Management of Organizations and Administration". The recommendations are structured in accordance with the curriculum of the course "Brand Management". The materials include key guidelines for studying the course, plans for practical classes, and methodical recommendations for preparation, self-assessment and final knowledge assessment questions, as well as a list of references, a glossary of new words, and terms.

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INTRODUCTION

Methodical recommendations for preparation for the practical classes and independent work have been developed for students of the second (Master's) level of higher education in specialty 073 "Management" under the educational program "Management of Organizations and Administration" in the academic discipline "Brand Management".

The discipline "Brand Management" is a crucial component of the educational framework for students, particularly those studying in business, marketing, and management fields. It provides students with an in-depth understanding of the principles and practices involved in managing and developing brands. Studying Brand Management helps students gain the knowledge and skills needed to make informed managerial decisions, with a focus on brand development, strategic planning, and brand positioning. The discipline prepares students to effectively manage brand equity and create strategies that enhance brand value in competitive markets. It contributes to the development of professionals capable of managing brands in dynamic and ever-changing environments, equipped to drive both brand growth and consumer loyalty.

The subject of the course "Brand Management" covers both the theoretical and practical aspects of managing brands. This includes exploring the core principles of brand creation, development, and management, mastering modern brand management theories, and learning how to apply them in real-world scenarios. The course also focuses on the functions of brand management, including brand strategy, organization, control, and planning, to ensure long-term brand success.

The purpose of the educational discipline is formation of a system of applied knowledge and the acquisition of the skills of preparing and making managerial decisions of students in the field of brand management, understanding the conceptual foundations of system management of activities in the field of branding.

The main tasks of studying the discipline:

- formation of special knowledge about the essence,
- regularities and features of brand development;
- mastering modern theories of brand management;
- study of the functions of brand management in terms of organization, control and planning in the field of branding;
- forming next program competences:

IC. The ability to solve complex tasks and problems in the field of management or in the learning process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.

GC 1 Ability to conduct research at the appropriate level.

GC 2Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

GC 3Skills of using information and communication technologies.

GC 4Ability to motivate people and move towards a common goal.

GC 6Ability to generate new ideas (creativity).

GC 7Ability to abstract thinking, analysis and synthesis.

SC 1. Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards.

SC 2. The ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans.

SC 4. Ability to effectively use and develop the organization's resources.

SC 9. Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation.

SC 10. Ability to manage the organization and its development.

SC 11. The ability to make a justified choice of motivational and emotional components of the decision-making process in the field of social project management.

SAC 3. The ability to carry out a critical analysis and assessment of the impact of the environment (internal and external) on the functioning and the potential for innovative development of the organization and transformation of its business model based on the use of marketing diagnostic methods, synthesis of investment-innovation and logistics activities, their prospects in modern conditions of the digital economy.

SAC 5. The ability to make managerial decisions regarding the effective management of social projects in the field of regional development, using European approaches and domestic experience.

At the department, the necessary conditions are created for the successful study of social design by students.

The course material is structured according to a modular principle and consists of five ECTS credits.

The number of hours - 150 hours (lectures - 32 hours, seminars – 16 hours, independent study – 102 hours).

Planned Learning Outcomes

Knowledge:

Students will know:

- theoretical foundations regarding the essence and features of brand development and branding;
- basic provisions of current legislation and identification of problems regarding the use of trademarks;

- the main types of brand management with further use in product promotion;
- the main methods and practice of developing a strong and "private" brand;
- theoretical provisions regarding the formation of integrated brand communications;
- theoretical principles of managing branding and rebranding;
- effective modern communication strategies for the development of new brands;
- to demonstrate knowledge of the formation of brand management, taking into account the spheres of business activity.
- demonstrate awareness of building predictive models of the results of brand formation in the virtual space, taking into account the influence of the external environment;

Skills:

Students will be able to:

- research, analyze and evaluate the brand as an object of management;
- use the main functions and strategies of the brand in the positioning of products on the market;
- independently apply the main methods and practice of developing a strong brand to ensure the competitiveness of products;
- the ability to justify and use the practice of "private" branding;
- use theoretical provisions on the formation of integrated brand communications;
- independently organize and carry out marketing research of the brand for its effective use;
- justify and manage branding and rebranding;
- independently carry out brand evaluation in order to identify shortcomings and improve it;
- independently develop optimal brand architectures in order to increase the efficiency of the brand portfolio and the level of capitalization of the company;
- the ability to use theoretical provisions for effective brand expansion based on market research and analysis in order to strengthen its individuality.

STRUCTURE OF THE EDUCATIONAL DISCIPLINE

Names of sections and topics	Full-time				
	total	including			
		lectures	workshops	individual	self-study
1	2	3	4	5	6
Topic 1. The essence, meaning, principles, functions and tasks of brand management	10	2	2	-	6
Topic 2. Legal principles of using trademarks	10	2	-	-	8
Topic 3. Brand as an object of management	12	2	2	-	8
Topic 4. Classification of brands, main types of brand management	12	2	2	-	8
Topic 5. Functions, types and strategies of the brand	10	2	2	-	6
Topic 6. Methodology and practice developing a strong brand	10	2	2	-	6
Topic 7. Practice of "private" branding	10	2	2	-	6
Topic 8. Brand management as integrated communication	10	2	2	-	6
Topic 9. Brand marketing research	10	2	2	-	6
Topic 10. Features of branding and rebranding management	8	2	-	-	6
Topic 11. Fundamentals of branding evaluation	8	2	-	-	6
Topic 12. Modern communication strategies for creating new brands	8	2	-	-	6
Topic 13. Branding architecture	8	2	-	-	6
Topic 14. Models of brand formation and development in modern conditions	8	2	-	-	6
Topic 15. The concept of brand expansion and stretching	8	2	-	-	6
Topic 16. The specifics of the formation of brand management by spheres of activity	8	2	-	-	6
Total (hours)	**150**	**32**	**16**	**-**	**102**

THEMATIC PLAN OF THE EDUCATIONAL DISCIPLINE

Topic 1. The essence, meaning, principles, functions and tasks of brand management

Brand management as a philosophy of brand development management. Principles, functions and tasks of brand management. Integration of marketing and branding. The relationship between brand management and marketing communications. Use of marketing communication tools in branding activities of the enterprise. The main types of brand management. External and internal brand management. Brand building. Brand strength and its main characteristics: brand awareness, brand identity, brand penetration, brand loyalty, influence, etc. Formation of brand value. Vintage capital. The need to assess brand equity. Intellectual and emotional brand capital.

Topic 2. Legal principles of using trademarks

Legal regulation of the brand. Trademark, trademark, brand. Legislation of foreign countries regarding the protection of trademarks. Basic provisions of the Law of Ukraine "On Protection of Rights to Marks for Goods and Services". The concept of protectability of a trademark. The uniqueness of the presentation of the trademark. Trademark registration procedure. International agreements in the field of registration and recognition of marks. International classification of goods and services.

Topic 3. Brand as an object of management

Evolution of the etymology of the concept of brand. Concept of brand and trademark. Correlation of the brand with the concepts of "trademark", "branding", "brand management", etc. Transformation of a trademark into a brand. The essence of the concepts of brand, branding and brand management. The importance of brands in the marketing activities of the enterprise. Types of trademarks: verbal, pictorial, three-dimensional, sound, combined, service marks, collective. The relationship between the consumer and the brand. Symbols of consumption.

Topic 4. Classification of brands, main types of brand management

Brand portfolio structure. Schemes of relationships between brands of the same company. Brand classifications by object orientation. Classification by territorial coverage of the brand. Classification by place and role in the portfolio structure hierarchy. Independent product brands and umbrella (assortment) brands. Corporate brands.

Topic 5. Functions, types and strategies of the brand

The main functions of the brand. Types of brand by geographical feature: Global brand; Local brand; International brand; National brand; Regional brand The advantages of using a global brand strategy. Brand types by the breadth of consumer reach: local, national, global. Strong and weak brands. Types of brands depending on their role in the brand portfolio: Umbrella brand, sub-brand, supporting brand. Brand portfolio management strategies

Topic 6. Methodology and practice of developing a strong brand

Creating a brand. Principles of successful branding. Brand building cycle. Development of the name and visualization of the brand. Brand development technologies. Brand development rules. Brand name development procedure. Packaging design development. Peculiarities of applying the concept of branding in the domestic market. Western technologies and branding methodologies. The meaning of a trademark or brand.

Topic 7. Practice of "private" branding

The essence and stages of formation of a private trademark. Traditional development of a network brand. Pioneers of "private" branding. Typical product categories on B2C markets. The work of Ukrainian chains with their own brands. Consumer psychology and brand equity. The object of research of modern brand makers. "Territory of low prices". The value of the brand for the consumer. Features of PTM promotion. Foreign experience in the field of brand management. Network cooperation with manufacturers.

Topic 8. Brand management as integrated communication

Approach to brand management as brand quality management. Strategic tasks of brand management. Methods of studying and parameters for evaluating the current brand image: free associations, the "semantic differential" method, the "repertoire grids" method. Characteristics of brand capital, methods of their evaluation and forecasting. Satisfaction as one of the main motives of brand perception. Matrix of four types of brand satisfaction: ideological, psychological, sociological, cultural type of brand satisfaction. Brand categorization method.

Topic 9. Brand marketing research

The process of marketing research in brand management, basic concepts, types and methods of brand marketing research. Study of the product characteristics of the brand. The main directions of brand marketing research. Research of market characteristics of the brand. Terms of brand research on brand perception by consumers.

Topic 10. Features of branding and rebranding management

Typical patterns of brand emergence in travel product movement channels. Formation of territorial brand distribution strategies based on geographic information systems (GIS). GIS is a tool for managing business information of any type from the point of view of its location in space. Disadvantages of sales organization. Methods of smoothing the shortcomings of the work using the analysis of sociogeographical data. Organizational modeling in branding management. Design of a representative panel. Data collection at "panel points". Projection of panel data on the general population. Rebranding opportunities. Rebranding as an integral part of brand management. Reasons for rebranding. Methods of "reanimation" of the brand: relaunch, rebranding, repositioning, restyling, revitalizing, merger of brands. Brand positioning and repositioning. Mechanisms and implementation of rebranding. Examples of rebranding of well-known global and domestic tourism enterprises.

Topic 11. Fundamentals of branding evaluation

The concept of asset and brand capital. Intangible assets. Approaches to valuation of brand assets and equity. Areas of influence of brand value on the company's profit. Quantitative parameters of brand success in the market. The main characteristics of quantitative methods of evaluating brand success. BrainSticker Rating system. Approaches to determining brand value. Brand value as a business tool. Comparative characteristics of methods for determining brand value. Quantitative research methods. Qualitative methods of brand evaluation: personal interview, telephone interview, expert survey.

Topic 12. Modern communication strategies for creating new brands

The main branding trends in the modern world are mergers and acquisitions. Consolidation of regional and national brands into global ones. Changing the structure of consumer needs and increasing the level of expectations. Pin and Gilmore's "5 I" model: Identification - Information - Imagination - Immersion - Intrigue. Communication barriers in the relationship between the brand and the consumer: multi-channel; defocusing of messages; explicit and implicit meanings.

Analysis of creation and brand management from the point of view of systems theory. Kevin Keller's strategic branding model. Aaker and Jochimsteiller’s model of brand leadership. Leslie de Chernaton’s model of creating an integrated brand. American-European and Asian models of modern branding.

Topic 13. Branding architecture

Levels of branding. The "brand-product line" strategy. strategy "brand-company. Matching the company's brand and the product line's brand. Combination of company brand and product brand. Combination of company brand and position brand. Types of branding strategies by way of identification. Brand portfolio management. Brand portfolio. The main tasks of brands. Endorsement. Brand management at different stages of the life cycle. Stamp pushing method. Systematization of strategies according to life stages brand cycle. Stamp drawing strategies. Strategy of geographic expansion. Licensing as an expansion strategy. Vertical expansion strategy. Rejuvenation strategy. Repositioning strategy.

Topic 14. Models of brand formation and development in modern conditions

Brand model and its main elements: essence, individuality, value. Classification of brands. Personality brands. Brands of territories. The main approaches and stages of developing a brand name. Goals of brand management at various stages of brand formation and existence. Brand development. Brand development. Brand support. Monobrands. Corporate brands. Sub-brands. Umbrella brands. Private brands. Creation of assorted brands. Concept of brand architecture and stages of its formation. Western (American) and Eastern (Asian) approaches to brand management.

Topic 15. The concept of brand expansion and stretching

The concept and essence of brand stretching and expansion. Effectiveness of brand extension. The main parameters that determine the potential for brand expansion. The main types of brand stretching and expansion. Benefits of brand extension. Disadvantages of brand extension. Law of expansion. The law of narrowing. Examples of failed brand extensions. Sub brand. Joint branding.

Topic 16. The specifics of the formation of brand management by spheres of activity

Consumer branding. Technologies and techniques of consumer branding. Industrial branding. The main distinguishing features of industrial branding. Branding features of large industrial and technological corporations. A brand in the service sector. Functional features of brands for financial organizations. Brands of retail intermediaries. Internet commerce. New communication technologies. State communications and state branding. Territorial branding. Its features, main strategies and directions. The importance of branding for a specific territory. National and country branding, regional branding, city branding.

METHODOLOGICAL RECOMMENDATIONS FOR PREPARING FOR SEMINAR CLASSES

Seminar session № 1

The essence, meaning, principles, functions and tasks of brand management

1. Brand Management as a Philosophy of Brand Development Management
2. Principles, Functions, and Tasks of Brand Management
3. The Integration of Marketing and Branding. The Relationship Between Brand Management and Marketing Communications. Use of Marketing Communication Tools in Branding Activities
6. Types of Brand Management: External and Internal Brand Management
7. Brand Building: Key Processes and Strategies. Brand Strength and Its Key Characteristics: Brand Awareness, Brand Identity, Brand Penetration, Brand Loyalty, Influence.
9. Formation of Brand Value. Vintage Capital and the Need to Assess Brand Equity
10. Intellectual and Emotional Brand Capital

*Brand Management as a Philosophy and its Integration with Marketing***.** Brand management is a philosophy that guides the development and evolution of brands, focusing on managing perception and value over time. It integrates with marketing functions, including advertising, pricing, and distribution, to create a cohesive customer experience. Understanding how branding complements marketing activities is key to enhancing brand value and achieving long-term success.

*Principles, Functions, and Tasks of Brand Management***.** Key principles of brand management include consistency, differentiation, and relevance. The primary functions of brand management involve strategy development, positioning, and communication, ensuring the brand aligns with market needs. Brand managers also oversee tasks such as managing brand portfolios, maintaining brand guidelines, and tracking brand performance through monitoring and evaluation.

*Types of Brand Management: External vs. Internal***.** Brand management is divided into external and internal types. External brand management focuses on customer perception, market positioning, and competitive strategy, while internal brand management ensures brand consistency, employee engagement, and a strong internal culture. Both aspects are crucial for a holistic approach to managing a brand.

Brand Building, Brand Strength, and Key Characteristics. Brand building involves several key steps, including market research, defining the brand’s mission, and ensuring consistent messaging. Brand strength is measured by characteristics such as brand awareness, loyalty, and identity, and these factors contribute to the overall strength of a brand. Understanding these characteristics is essential for developing and maintaining a successful brand.

Formation of Brand Value and Brand Equity. Brand value is an intangible asset that plays a critical role in a company's worth. It is shaped by customer perceptions, loyalty, and the brand's ability to meet customer needs. Assessing brand equity is important to understand the brand's overall impact, and vintage capital refers to the accumulated brand value over time.

Intellectual and Emotional Brand Capital. Brand capital is composed of both intellectual and emotional components. Intellectual capital refers to the functional benefits and intellectual properties of a brand, while emotional capital relates to the feelings, experiences, and loyalty it evokes in customers. Both types of brand capital contribute significantly to the long-term success of a brand.

Discussion Questions:

1. What is brand management, and how does it serve as a philosophy for managing brand development?
2. What are the key principles and functions of brand management? How do they contribute to the success of a brand?
3. How is branding integrated with marketing, and why is this integration important?
4. What is the role of marketing communication tools in branding activities? How do they help to build and manage a brand?
5. Compare external and internal brand management. What are the main differences and how do they complement each other?
6. What are the key steps involved in brand building, and how can they be applied to create a strong brand?
7. How can brand strength be measured, and what are the main characteristics that define a strong brand?
8. What is brand value, and how does it contribute to the overall worth of a company?
9. What is vintage capital, and why is it important to assess brand equity over time?
10. How do intellectual and emotional brand capital influence brand loyalty and consumer perception?

Seminar session № 2

Legal principles of using trademarks

1. Legal Regulation of the Brand. Trademark, Trademark, Brand: Key Definitions
2. Legislation of Foreign Countries Regarding the Protection of Trademarks

3. Basic Provisions of the Law of Ukraine "On Protection of Rights to Marks for Goods and Services"
4. The Concept of Protectability of a Trademark. The Uniqueness of the Presentation of the Trademark. Trademark Registration Procedure
5. International Agreements in the Field of Registration and Recognition of Marks. International Classification of Goods and Services

Understanding Brand Management Principles and Functions. When studying brand management, it is essential to understand its core principles, such as consistency, differentiation, and relevance. Learn how these principles guide the development of a brand and ensure its success in the marketplace. Study the key functions of brand management, including strategy development, positioning, communication, and monitoring. Understand how brand managers perform tasks such as managing brand portfolios and ensuring brand consistency to maintain a competitive advantage.

Brand Building and Brand Strength Evaluation. Focus on the processes involved in brand building, such as market research, defining the brand's mission, and developing a unique value proposition. Learn how strong brands are measured by characteristics like brand awareness, brand loyalty, and brand identity. Pay attention to how brand managers track and enhance these factors to strengthen the brand's presence in the market and foster customer loyalty.

Trademark Protection and Legal Aspects of Branding. Study the legal aspects of brand management, including trademark protection. Understand the difference between a trademark and a brand, and learn about the legal systems governing trademark rights, including both national and international frameworks. Focus on the trademark registration procedure and the concept of trademark protectability, ensuring the brand is legally safeguarded against infringement.

Integration of Branding and Marketing Communication. Learn how brand management is closely integrated with marketing activities to create a cohesive customer experience. Study how branding aligns with advertising, pricing, and distribution strategies to enhance brand value. Pay attention to the tools used in marketing communication, such as advertising, PR, and digital marketing, and understand how these tools contribute to building and maintaining a strong brand identity.

International Brand Management and Agreements. Understand the role of international agreements, such as the Madrid Agreement, in simplifying the trademark registration process across borders. Learn how international frameworks facilitate brand protection and ensure consistency across different markets. Study the international classification of goods and services (Nice Classification) and how it supports the global protection of trademarks, helping brands maintain their identity worldwide.

Discussion Questions:

1. What is the legal definition of a trademark, and how does it differ from a brand?
2. How do foreign countries regulate trademark protection? Compare the trademark laws of Ukraine with those of another country.
3. What are the basic provisions of the Law of Ukraine "On Protection of Rights to Marks for Goods and Services"?
4. What does the concept of protectability mean in trademark law?
5. How important is the uniqueness of a trademark's presentation for its legal protection?
6. What are the key steps in the trademark registration procedure in Ukraine?
7. How do international agreements impact the trademark registration process?
8. What is the Nice Classification, and why is it important for international trademark registration?

Seminar session № 3

Brand as an object of management

1. Evolution of the etymology of the concept of brand.
2. Concept of brand and trademark. Correlation of the brand with the concepts of "trademark", "branding", "brand management", etc.
3. Transformation of a trademark into a brand.
4. The essence of the concepts of brand, branding and brand management. The importance of brands in the marketing activities of the enterprise.
5. Types of trademarks: verbal, pictorial, three-dimensional, sound, combined, service marks, collective. The relationship between the consumer and the brand. Symbols of consumption.

Understanding the Evolution and Etymology of the Concept of Brand. Study the historical development of the term "brand" and its evolution over time. Pay attention to how the concept of a brand has transformed from a mere identifier of goods to a powerful marketing tool. Learn about the roots of the term and how its meaning has expanded to reflect the value and identity a brand holds in modern markets.

Brand vs. Trademark and Branding Concepts. Learn the distinction between the terms "brand" and "trademark." Study how a trademark serves as the legal protection for a brand's identity, while branding refers to the process of creating and managing that identity. Understand how brand management goes beyond just trademark protection to encompass the overall strategy and actions involved in building and maintaining a brand.

Transformation of a Trademark into a Brand. Pay attention to the process through which a trademark evolves into a brand. Study how trademarks, once legally protected, can grow into meaningful and recognizable symbols that resonate with consumers. Learn how successful brands create strong emotional connections with their audience, transforming a simple logo or symbol into a brand that represents values, experiences, and loyalty.

Essence of Brand, Branding, and Brand Management. Focus on understanding the fundamental concepts of brand, branding, and brand management. Learn how branding involves the strategic development of a brand's identity, positioning, and communication. Pay attention to the role of brand management in ensuring consistency, maintaining brand strength, and aligning the brand with consumer expectations and market needs.

Types of Trademarks and Consumer Brand Relationships. Study the different types of trademarks, including verbal, pictorial, three-dimensional, sound, combined, service marks, and collective marks. Understand how these variations are used in branding to differentiate products or services. Also, explore the relationship between consumers and brands, including the role of brands as symbols of consumption and how they influence consumer behavior and loyalty.

Discussion Questions:

1. How has the concept of "brand" evolved from a simple identifier to a powerful marketing tool?

2. What is the difference between a brand and a trademark? How does trademark protection relate to branding?

3. How does brand management go beyond just protecting trademarks and contribute to building a successful brand?

4. What steps are involved in the transformation of a trademark into a brand? How do successful brands establish emotional connections with consumers?

5. How do branding, brand management, and brand identity work together to maintain a brand's strength and consistency?

6. What are the main types of trademarks, and how are they used in branding to differentiate products or services?

7. How do brands influence consumer behavior, and what role do they play as symbols of consumption?

8. How does the relationship between a brand and its consumers contribute to brand loyalty?

Seminar session № 4

Classification of brands, main types of brand management

1. Brand portfolio structure. Schemes of relationships between brands of the same company.
2. Brand classifications by object orientation.
3. Classification by territorial coverage of the brand.
4. Classification by place and role in the portfolio structure hierarchy.
5. Independent product brands and umbrella (assortment) brands. Corporate brands.

Brand Portfolio Structure. Study the different ways brands within the same company can be organized into a portfolio. Understand the relationships between brands of the same company, and learn how they interact with one another, such as in the case of sub-brands or product categories. Familiarize yourself with various portfolio management strategies that ensure synergy between different brands under one corporate umbrella.

Brand Classifications by Object Orientation. Learn how brands are classified based on their object orientation, which refers to the focus of the brand—whether it is product-focused, consumer-focused, or experience-oriented. Pay attention to how these classifications impact the brand's positioning and its ability to connect with specific target audiences.

Classification by Territorial Coverage of the Brand. Study how brands are classified based on their geographic reach. Understand the differences between local, regional, national, and global brands. Pay attention to the strategies that brands adopt depending on their territorial coverage and the challenges they face when expanding to new markets.

Classification by Place and Role in the Portfolio Structure Hierarchy. Examine how brands are classified according to their place and role within the brand portfolio hierarchy. Study the distinctions between flagship brands, cash cows, niche brands, and other types, and understand how each contributes to the overall business strategy.

Independent Product Brands and Umbrella Brands. Learn about the differences between independent product brands, umbrella brands, and corporate brands. Study how independent brands focus on specific products or services, while umbrella brands cover a broader range of products under a single identity. Understand the role corporate brands play in representing the entire company, influencing its reputation and values.

Discussion Questions:

1. How does the structure of a brand portfolio affect the relationships between different brands of the same company?

2. What is the significance of classifying brands by their object orientation, and how does it influence brand positioning?

3. How do brands adapt to various territories, and what challenges arise when expanding to new geographic regions?

4. What is the importance of classifying brands by their role in the brand portfolio hierarchy?

5. How do independent product brands differ from umbrella brands and corporate brands, and what are the advantages and disadvantages of each?

Seminar session № 5

Functions, types and strategies of the brand

1. The main functions of the brand.
2. Types of brand by geographical feature: Global brand; Local brand; International brand; National brand; Regional brand. The advantages of using a global brand strategy.
3. Brand types by the breadth of consumer reach: local, national, global. Strong and weak brands.
4. Types of brands depending on their role in the brand portfolio: Umbrella brand, sub-brand, supporting brand.
5. Brand portfolio management strategies.

The Main Functions of the Brand. Study the core functions of a brand, including identification, differentiation, communication, and creating emotional connections with consumers. Learn how brands communicate their values, establish a unique market presence, and help consumers make purchasing decisions based on trust and recognition. Focus on understanding how these functions contribute to building brand loyalty and maintaining long-term success.

Types of Brand by Geographical Feature. Learn about the different types of brands based on geographical reach: global, local, international, national, and regional brands. Understand the advantages of using a global brand strategy, such as consistency across markets, increased brand recognition, and economies of scale. Study how the geographical focus of a brand influences its marketing strategies and how it adapts to meet local market demands.

Brand Types by the Breadth of Consumer Reach. Understand how brands are classified by their breadth of consumer reach: local, national, and global brands. Pay attention to the differences between strong and weak brands, and learn the characteristics that define each. Study how strong brands build trust and recognition over time, while weaker brands may struggle to create lasting consumer loyalty.

Types of Brands Depending on Their Role in the Brand Portfolio. Study the various types of brands within a brand portfolio: umbrella brands, sub-brands, and supporting brands. Understand how an umbrella brand encompasses multiple products or services under one identity, while sub-brands allow for differentiation within the same brand family. Explore how supporting brands play a complementary role in enhancing the overall portfolio strategy.

Brand Portfolio Management Strategies. Study the strategies used in managing a brand portfolio effectively. Learn how brand managers allocate resources, align brand messaging, and determine the roles of individual brands within the portfolio. Focus on strategies for maximizing brand equity, avoiding brand cannibalization, and ensuring that each brand contributes to the company's overall objectives.

Discussion Questions:

1. What are the main functions of a brand, and how do they contribute to building brand loyalty and success?
2. What are the different types of brands based on geographical features, and what are the advantages of using a global brand strategy?
3. How does the breadth of consumer reach influence brand strategy, and what distinguishes strong brands from weak brands?
4. What is the role of umbrella brands, sub-brands, and supporting brands in a brand portfolio?
5. What are the key strategies for managing a brand portfolio effectively, and how can brand managers avoid cannibalization?

Seminar session № 6

Methodology and practice of developing a strong brand

1. Creating a brand. Principles of successful branding.
2. Brand building cycle.
3. Development of the name and visualization of the brand. Brand development technologies. Brand development rules.
4. Peculiarities of applying the concept of branding in the domestic market.
5. Western technologies and branding methodologies.
6. The meaning of a trademark or brand.

*Creating a Brand: Principles of Successful Branding***.** When building a brand, start by understanding fundamental branding principles. Study how a successful brand is built on clarity, consistency, and relevance. Clarity ensures the brand's message is understood, consistency unifies the brand voice, and relevance ensures it connects with the target audience's needs. Learn how to embed these principles into every aspect of your strategy to build trust and loyalty.

*Brand Building Cycle***.** Familiarize yourself with the cyclical nature of brand building, which involves continuous refinement. Study stages: research, strategic development, market positioning, implementation, and monitoring. Pay attention to how this cycle ensures the brand evolves with consumer behavior, trends, and goals. Learn how to maintain consistency and strength while adapting to challenges and opportunities.

*Development of the Name and Visualization of the Brand***.** Understand how to develop the name and visualization of your brand. Study creating a brand name that reflects the business's essence and personality. A name should be memorable, easy to pronounce, and relevant to the market. Focus on visual elements like logos, typography, and color schemes to convey the brand's identity. Learn brand name rules and packaging design’s role in customer perceptions.

*Peculiarities of Applying Branding Concepts in the Domestic Market***.** Study factors influencing branding strategies within a domestic market. Pay attention to how cultural and regional differences affect consumer behavior and brand perception. Learn how local branding balances global values with local demands for relevance. Explore how understanding the local context, consumer expectations, and traditions informs design, messaging, and marketing.

*Western Branding Technologies and Methodologies***.** Research how Western markets use advanced branding technologies and methodologies. Focus on strategies like brand positioning, emotional engagement, and storytelling, which help build consumer connections. Learn about experiential marketing and digital engagement tools used successfully in Western markets. Study how these strategies can be adapted for any market to enhance engagement and loyalty.

*The Meaning of a Trademark or Brand***.** Understand the importance of a trademark or brand in business success. A trademark protects the brand's identity while conveying the company’s values, reputation, and emotional connection. Study how a strong trademark influences consumer decisions, loyalty, and advocacy. Learn how to position your brand to create lasting impressions and build a solid reputation.

Discussion Questions:

1. What are the three core principles that ensure the success of a brand? How do these principles contribute to the creation of a brand that resonates with consumers?
2. What are the critical stages in this cycle?
3. What is the process of developing a brand name, and why is it so important for brand identity? How does visual design (logos, packaging) contribute to brand recognition?
4. What local factors should be considered when developing a branding strategy for a domestic market?

5. How do Western branding techniques such as emotional branding and storytelling help strengthen a brand’s position?

6. What role does a trademark play in brand development, beyond its legal protection?

7. How does a well-developed trademark contribute to a brand's reputation and consumer trust?

Seminar session № 7

Practice of "private" branding

1. The essence and stages of formation of a private trademark.
2. Traditional development of a network brand.
3. Pioneers of "private" branding.
4. The work of Ukrainian chains with their own brands.
5. Consumer psychology and brand equity. The object of research of modern brand makers. "Territory of low prices". The value of the brand for the consumer.
6. Foreign experience in the field of brand management. Network cooperation with manufacturers.

Essence and Stages of Formation of a Private Trademark. To begin, understand the core concept of a private trademark, which is a brand created by a retailer or distributor rather than the manufacturer. Study the stages involved in forming a private trademark, from initial concept development, sourcing products, to marketing and distribution. Pay attention to the process of brand creation, which involves identifying market gaps, designing a unique value proposition, and ensuring the product meets consumer expectations. Learn how private brands offer retailers a competitive advantage by increasing control over product quality, pricing, and customer loyalty.

Traditional Development of a Network Brand. Study how network brands, such as those operated by large retail chains, evolve. Network brands are brands owned by retail chains that serve as a key part of their strategy to create differentiation and value. Understand how these brands are developed through consistent customer experience, brand positioning, and effective marketing. Learn about the role of network brands in customer retention, and how retailers leverage these brands to build consumer trust and loyalty. Pay attention to the integration of private brands into the broader network brand strategy.

Pioneers of "Private" Branding. Study the historical development of private branding by researching the pioneers of this practice. These include large retailers who were among the first to successfully introduce private labels or store brands, such as Costco with its Kirkland brand or Walmart's Great Value. Understand how these companies innovated and used private branding as a strategic tool to compete with national brands. Learn the reasons behind the rise of private branding, such as cost-effectiveness, higher margins, and enhanced customer loyalty.

The Work of Ukrainian Chains with Their Own Brands. Focus on how Ukrainian retail chains have embraced private branding. Study how local retailers are using private brands to tap into market trends, offer unique value to consumers, and build brand loyalty. Research examples of Ukrainian chains that have successfully implemented private labels and explore the strategies they have used to promote these brands in a competitive market. Understand the challenges they face, including market acceptance, pricing strategies, and consumer perception of private labels compared to national brands.

Consumer Psychology and Brand Equity. Understand the critical role of consumer psychology in the development and success of private brands. Study how consumer perceptions, experiences, and preferences affect brand equity—the value a brand adds to a product. Learn how private brands influence consumer decision-making, particularly in terms of price sensitivity and trust. Pay attention to the "territory of low prices" concept, which is central to the appeal of many private labels. Understand the value that a strong private brand brings to both the retailer and the consumer, including the ability to build brand loyalty and influence purchasing behavior.

Foreign Experience in the Field of Brand Management. Research the experiences of foreign companies in private branding and brand management. Learn from global leaders who have successfully established private labels, such as retailers in Europe and the U.S. Study how network cooperation with manufacturers plays a role in the development of successful private brands. Focus on the strategies used to maintain brand consistency, quality control, and consumer trust across different markets. Understand how foreign retailers work closely with manufacturers to ensure that private brands meet both product standards and consumer expectations.

Discussion Questions:

1. What are the main stages involved in creating a private trademark?

2. How do network brands develop traditionally, and what are the key elements that contribute to their success in the market?

3. Who were the pioneers of private branding, and how did they reshape the retail industry with their strategies?

4. How have Ukrainian retail chains adopted the practice of private branding, and what are the main challenges and successes they've encountered in this process?

5. What is brand equity, and how does it influence consumer perceptions of private brands versus national brands?

6. What is meant by the "territory of low prices," and why is it a significant factor for private labels? How does it impact consumer behavior?

7. What are some successful examples of foreign private branding strategies, and what lessons can Ukrainian brands learn from these experiences?

8. How does network cooperation between retailers and manufacturers influence the development and quality of private brands?

Seminar session № 8

Brand management as integrated communication

1. Approach to brand management as brand quality management.
2. Methods of studying and parameters for evaluating the current brand image: free associations, the "semantic differential" method, the "repertoire grids" method.
3. Characteristics of brand capital, methods of their evaluation and forecasting. Satisfaction as one of the main motives of brand perception.
4. Matrix of four types of brand satisfaction: ideological, psychological, sociological, cultural type of brand satisfaction.

Approach to Brand Management as Brand Quality Management. Study how brand management is closely linked to managing brand quality. Learn that a brand's reputation depends on delivering consistent quality and meeting consumer expectations. Understand how companies implement quality control systems, use customer feedback, and improve continuously to build brand trust and loyalty. This approach ensures that a brand remains competitive and resonates positively with consumers over time.

Methods of Studying and Parameters for Evaluating the Current Brand Image. Focus on the key methods for evaluating a brand’s image, such as free associations, the "semantic differential" method, and "repertoire grids." These methods help understand consumer perceptions and attitudes toward a brand. Learn how these tools provide valuable insights into a brand’s strength, allowing companies to adjust their strategies accordingly to maintain or improve their image in the market.

Characteristics of Brand Capital and Satisfaction as a Driver of Brand Perception. Brand capital represents the brand’s value in the market, influenced by consumer loyalty, recognition, and satisfaction. Study how companies evaluate brand capital using financial metrics and consumer sentiment analysis. Learn how consumer satisfaction is crucial in shaping brand loyalty, and understand that a satisfied customer is more likely to engage with and recommend the brand, fostering long-term relationships and brand equity.

Matrix of Four Types of Brand Satisfaction. Understand the four types of brand satisfaction: ideological, psychological, sociological, and cultural. Study each type in detail. Ideological Satisfaction: This is related to how a brand aligns with the values and beliefs of the consumer. Psychological Satisfaction: Focuses on the emotional connection and fulfillment a consumer derives from interacting with the brand. Sociological Satisfaction: Involves the social benefits or status that a brand provides to its consumers. Cultural Satisfaction: Looks at how a brand resonates with the consumer's cultural identity and heritage. Learn how brands use these satisfaction types to strengthen their relationship with consumers and ensure that their branding appeals to a wide range of emotional and social factors, driving brand loyalty and engagement.

Discussion Questions:

1. How does brand management as brand quality management contribute to long-term brand success?

2. What are the key methods used to evaluate a brand's current image, and how can they provide insights into consumer perceptions?

3. How is brand capital evaluated, and why is it important for a brand's financial success and market positioning?

4. In what ways does consumer satisfaction influence brand perception and loyalty? How can brands effectively measure and use satisfaction data?

5. What is the importance of the four types of brand satisfaction - ideological, psychological, sociological, and cultural - in shaping consumer attitudes toward a brand?

6. How do satisfaction and emotional connection with a brand drive repeat business and consumer advocacy?

7. How can a brand balance the different types of satisfaction to build a well-rounded and strong brand identity?

Seminar session № 9

Brand marketing research

1. The process of marketing research in brand management.
2. Basic concepts, types and methods of brand marketing research.
3. Study the product characteristics of the brand. The main directions of brand marketing research.
4. Terms of brand research on brand perception by consumers.

The Process of Marketing Research in Brand Management. Understand that brand marketing research is an essential tool for evaluating how a brand is performing in the market. Study how the process begins with identifying key research objectives, such as understanding consumer perceptions, identifying market trends, or assessing brand loyalty. Learn how both qualitative and quantitative methods are used to gather data, such as surveys, focus groups, and market analysis. Pay attention to how brand managers use the results of this research to make informed decisions that affect the brand's strategy, positioning, and overall success.

Basic Concepts, Types, and Methods of Brand Marketing Research. Learn the basic concepts and terms commonly used in brand marketing research. These include brand awareness, brand loyalty, brand equity, and brand image. Study the different types of research methods, such as exploratory research (which helps identify consumer attitudes and opinions) and conclusive research (which provides data for decision-making). Understand how techniques like consumer interviews, surveys, and observational research are used to gather insights. This will help you analyze the different ways researchers approach understanding how consumers perceive brands.

Study the Product Characteristics of the Brand. Focus on how brand marketing research involves evaluating the product characteristics associated with a brand. This includes attributes such as product quality, design, functionality, and price. Learn how marketers use product research to identify key selling points that distinguish a brand from its competitors. Study how these characteristics influence consumer preferences and buying decisions, and how brands can use this information to improve their market positioning and product development strategies.

The Main Directions of Brand Marketing Research. Explore the main directions in which brand marketing research is applied. Pay attention to research areas such as brand positioning, consumer satisfaction, brand loyalty, and market segmentation. Study how these research areas help identify the strengths and weaknesses of a brand in the market. Learn how brand managers use the findings to refine the brand strategy and improve the customer experience. Understand how brand marketing research is critical for both the short-term success and long-term sustainability of a brand in a competitive marketplace.

Terms of Brand Research on Brand Perception by Consumers. Learn about the specific research methodologies used to assess brand perception by consumers. These include methods like free association, in-depth interviews, and brand tracking surveys, which track changes in consumer perceptions over time. Study how research on brand perception helps marketers understand the emotional and psychological factors that drive consumer behavior. Pay attention to how consumer perceptions influence brand loyalty and purchasing decisions, and how brand managers can use this information to adjust their brand strategies.

Discussion Questions:

1. What is the role of marketing research in brand management, and how does it help in making strategic brand decisions?
2. What are the key differences between qualitative and quantitative research methods in brand marketing, and how are they applied?

3. How do product characteristics influence a brand's market positioning, and how can research help improve these characteristics?

4. What are the main directions of brand marketing research, and how do they contribute to the overall success of a brand?

5. How does brand perception research help brand managers understand consumer behavior and influence purchasing decisions?

6. Why is it important for brand managers to track changes in consumer perceptions over time, and what tools are used for this?

7. How can research findings be used to refine and adjust a brand's strategy to better meet consumer needs?

Seminar session № 10

Features of branding and rebranding management

1. Typical patterns of brand emergence in travel product movement channels. Formation of territorial brand distribution strategies based on geographic information systems (GIS).
2. Disadvantages of sales organization. Methods of smoothing the shortcomings of the work using the analysis of sociogeographical data.
3. Design of a representative panel.
4. Rebranding. Rebranding opportunities. Rebranding as an integral part of brand management. Reasons for rebranding.
5. Methods of "reanimation" of the brand: relaunch, rebranding, repositioning, restyling, revitalizing, merger of brands.

*Typical Patterns of Brand Emergence in Travel Product Movement Channels***.** Study how branding in travel follows patterns based on product movement across distribution channels. Focus on territorial brand distribution strategies influenced by GIS. These systems provide data on routes, demographics, and regional trends, helping brands position themselves. Learn how brands tailor offerings based on regional preferences, impacting brand perception and success.

*Disadvantages of Sales Organization and Methods of Smoothing Shortcomings Using Sociogeographical Data Analysis***.** Understand challenges faced by sales organizations in the travel industry, like inefficiencies in reaching target customers. Study how sociogeographical data helps smooth these shortcomings by factoring regional behavior, cultural differences, and economic conditions into branding strategies. Analyze this data to optimize sales and improve brand performance.

*Design of a Representative Panel***.** Learn about designing a representative panel for brand research. A panel reflects target market characteristics and helps brands gather insights, test perceptions, and evaluate strategies. Understand how selecting panel participants ensures reliable outcomes. Pay attention to the panel’s role in shaping brand decisions and improving engagement.

Rebranding and Its Role in Brand Management. Study rebranding, which changes a brand’s image, positioning, or messaging to align with market demands, preferences, or business goals. Rebranding revitalizes a brand or distinguishes it in a competitive market. Understand how rebranding is integral to brand management and helps brands stay fresh and appealing.

Methods of "Reanimation" of the Brand. Learn methods used to revitalize a brand, like relaunching, repositioning, restyling, and revitalizing. Rebranding involves not just visual changes, but redefining the brand's mission, values, and target audience. Understand repositioning, relaunching, and restyling differences. Pay attention to mergers where brands combine forces for a stronger market presence.

Discussion Questions:

1. How do geographic information systems (GIS) help brands develop effective territorial distribution strategies in the travel industry?
2. What are the main disadvantages of sales organizations in branding, and how can sociogeographical data be used to address these issues?
3. What is the importance of designing a representative panel for brand research, and how does it impact brand decision-making?
4. How does rebranding contribute to overall brand management, and why is it sometimes necessary for a brand's long-term success?
5. What are the key reasons that lead a company to choose rebranding, and how does it benefit the brand in the market?
6. How do different methods of brand revitalization (e.g., relaunch, repositioning, restyling) help a brand regain its market position?
7. What role does the merger of brands play in branding strategies, and how can it benefit the brands involved?

Seminar session № 11

Fundamentals of branding evaluation

1. The concept of asset and brand capital. Intangible assets. Approaches to valuation of brand assets and equity.
2. Areas of influence of brand value on the company’s profit. Quantitative parameters of brand success in the market. The main characteristics of quantitative methods of evaluating brand success.

3. Approaches to determining brand value. Brand value as a business tool.
4. Comparative characteristics of methods for determining brand value. Qualitative methods of brand evaluation: personal interview, telephone interview, expert survey.

The Concept of Asset and Brand Capital. Start by understanding the concept of brand capital and how it relates to intangible assets. Brand capital refers to the value generated by a brand's reputation, recognition, and consumer loyalty, which can significantly affect a company's market position and financial performance. Intangible assets like brand equity are critical in valuation since they influence how a brand is perceived by consumers. Learn the different approaches to evaluating brand assets and brand equity, which can include both financial and non-financial metrics. This will provide insight into the importance of branding in long-term business growth.

Areas of Influence of Brand Value on Company Profit. Study how brand value directly influences a company's profit margins. A strong brand can command premium prices, enhance customer loyalty, and open doors for partnerships and collaborations. Pay attention to the quantitative parameters used to assess brand success in the market, such as market share, sales growth, and customer retention rates. Understanding these metrics is crucial in evaluating a brand's ability to generate revenue and its overall impact on profitability. Learn how different industries might focus on different success indicators depending on the brand's position within the market.

Approaches to Determining Brand Value. Learn about various methods used to determine a brand's value. This involves both financial and strategic considerations, such as assessing brand equity, which can affect future revenues. Study how brand value is used as a business tool to guide decisions in marketing, investments, and strategic direction. By understanding how companies assess the financial worth of their brands, you will gain insight into how this valuation impacts decision-making and company strategies. Brand value is not only about profit but also reflects how well the brand is positioned in consumers' minds.

Comparative Characteristics of Methods for Determining Brand Value. Focus on the various methods used to assess a brand's value and their effectiveness. Learn about quantitative methods like financial metrics and market analysis, and explore qualitative methods like personal and telephone interviews, expert surveys, and focus groups. Understand how these methods differ in terms of their approach and the type of data they gather. Qualitative methods, although less numerical, can provide deeper insights into consumer perceptions, emotional connections, and brand loyalty, which are essential components of brand valuation. Comparing these methods will help you see the advantages and limitations of each approach.

Discussion Questions:

1. What is brand capital, and how does it differ from other intangible assets in a business?

2. How does brand value influence a company's profitability, and what are the key quantitative parameters to evaluate brand success?

3. What are the different approaches to determining brand value, and how does brand equity affect a company's overall strategy?

4. How can companies use brand value as a business tool to guide decisions on investments and marketing?

5. What are the main qualitative methods for evaluating a brand's value, and how do they complement quantitative approaches?

6. How do market share and sales growth serve as indicators of a brand's success in the market?

7. In what ways can expert surveys or personal interviews provide unique insights into brand value compared to financial metrics?

8. How might different industries use brand value evaluation methods differently based on their unique needs and challenges?

9. How can the combination of both quantitative and qualitative evaluations lead to a more comprehensive understanding of a brand's true market position?

Seminar session № 12

Modern communication strategies for creating new brands

1. Consolidation of regional and national brands into global ones.
2. Changing the structure of consumer needs and increasing the level of expectations. Pin and Gilmore's "5 I" model: Identification - Information - Imagination - Immersion - Intrigue.
3. Communication barriers in the relationship between the brand and the consumer: multi-channel; defocusing of messages; explicit and implicit meanings.
4. Analysis of creation and brand management from the point of view of systems theory.
5. Kevin Keller's strategic branding model. Aaker and Jochimsteiller's model of brand leadership. Leslie de Chernaton's model of creating an integrated brand. American-European and Asian models of modern branding.

Consolidation of Regional and National Brands into Global Ones. Study the process of consolidating regional and national brands into global ones. As businesses expand internationally, there is often a need to adapt regional brands to a global market. This involves harmonizing branding elements to appeal to diverse cultural and economic environments, while maintaining brand integrity. Learn how companies develop strategies to adapt their branding to different regions while ensuring a consistent brand message. Understanding this consolidation process helps in creating strong global brands that can thrive across markets.

Changing Structure of Consumer Needs and the "5 I" Model. The structure of consumer needs is constantly evolving, and brands must respond to increasing expectations. The "5 I" model by Pine and Gilmore provides a framework to better understand modern consumer engagement. These five stages - Identification, Information, Imagination, Immersion, and Intrigue - describe how consumers move from recognizing a brand to forming a deeper emotional connection with it. Study this model and learn how each stage plays a role in shaping brand communication strategies. It's crucial to adapt to changing consumer needs, as well as to leverage the "5 I" model to create memorable brand experiences.

Communication Barriers in the Relationship Between the Brand and the Consumer. Effective communication between a brand and its consumers is critical, but it often faces several barriers. Multi-channel communication can lead to confusion if not managed well. Pay attention to how brands can defocus their messages, resulting in unclear or contradictory communications. Furthermore, the distinction between explicit and implicit meanings is essential in shaping consumer perception. Learn how to overcome these communication barriers by ensuring that brand messaging is consistent across all touchpoints and resonates clearly with the target audience.

Brand Creation and Management Through Systems Theory. From the perspective of systems theory, brand creation and management can be seen as a dynamic process involving various interconnected components, such as market research, consumer behavior, and communication strategies. Study how brands evolve within complex systems, where each element impacts the others. This approach emphasizes the importance of understanding the interconnected nature of branding, and how brands must adapt to external changes like consumer trends, competitive forces, and technological advancements.

Strategic Branding Models: Keller, Aaker, Jochimsteiller, and Others. Learn about different strategic branding models that provide frameworks for creating and managing successful brands. Kevin Keller's model focuses on building brand equity through consumer perceptions. Aaker and Joachimstaller's brand leadership model emphasizes the importance of leadership in brand positioning. Leslie de Chernaton's integrated brand model highlights the need for aligning all aspects of brand communication. In addition to these models, understand the differences between American-European and Asian approaches to branding. These varying strategies reflect diverse cultural values and consumer behavior, providing insight into how global and regional branding strategies can be tailored.

Discussion Questions:

1. How do regional and national brands successfully transition into global brands, and what strategies are involved in this process?

2. What is the "5 I" model by Pine and Gilmore, and how does it help brands engage with consumers at different stages of the buying journey?

3. How do communication barriers, such as multi-channel messaging and implicit meanings, affect the relationship between brands and consumers?

4. What is systems theory, and how can it be applied to brand creation and management?

5. How do Kevin Keller's and Aaker's branding models differ, and what insights do they offer for building strong brands?

6. In what ways can the integration of different branding models, such as Keller's and de Chernaton's, contribute to a comprehensive brand strategy?

7. How can brands overcome the challenges of multi-channel communication to ensure consistent messaging across various platforms?

8. How do American-European and Asian branding models differ, and what should brands consider when applying these models in different markets?

Seminar session № 13

Branding architecture

1. The "brand-product line" strategy. Strategy "brand-company". Matching the company's brand and the product line's brand.
2. Combination of company brand and product brand, of company brand and position brand.
3. Brand portfolio management.
4. Brand management at different stages of the life cycle.
5. Systematization of strategies according to life stages brand cycle.
6. Strategy of geographic expansion. Licensing as an expansion strategy. Vertical expansion strategy. Rejuvenation strategy. Repositioning strategy.

The "Brand-Product Line" Strategy and "Brand-Company" Strategy. The "brand-product line" strategy involves using one brand to represent a range of products in the same category, ensuring consistency and leveraging the brand's reputation across multiple products. Learn how this strategy provides economies of scale in marketing and distribution. The "brand-company" strategy links the company's overall brand to its products, ensuring the products reflect the company's values and strengthen the brand perception. Study how this alignment affects consumer trust and how it shapes market positioning.

Combining Company Brand and Product Brand, and Position Brand. When a company combines its brand with a product brand, it benefits from the company's reputation while allowing each product to have its own identity. Positioning brands focus on highlighting the unique selling points of products compared to competitors. Study how combining company and product brands enhances recognition and creates a stronger market presence, making the overall brand portfolio more effective and cohesive.

Brand Portfolio Management. Brand portfolio management is about organizing and overseeing a company's various brands to ensure each one serves a strategic purpose. Study how to balance the strengths and weaknesses of each brand to avoid internal competition. Learn how brand positioning within the portfolio influences market approach and consumer perceptions, ensuring that each brand contributes to the company's broader objectives.

Brand Management at Different Stages of the Life Cycle. Brand management evolves through the stages of a brand's life cycle. In the introduction phase, the focus is on creating awareness and adoption. In the growth phase, maintaining market share and loyalty is key. The maturity phase requires sustaining relevance, often through repositioning or diversification. Finally, in the decline phase, decisions like rejuvenation or phase-out must be made. Study how these strategies differ at each stage to ensure long-term brand success.

Systematization of Strategies According to Life Stages of the Brand Cycle. Different brand life cycle stages require distinct strategies. In the introduction phase, focus on differentiation, while in maturity, the focus shifts to efficiency and cost control. Repositioning, rejuvenation, and expansion strategies are used to revitalize brands in the decline phase. Study how each stage demands unique approaches to ensure the brand adapts and remains competitive in an evolving market.

Geographic Expansion Strategies and Licensing. Geographic expansion involves entering new regional or global markets, or developing products for different markets. Licensing is a useful strategy, as it allows companies to grow internationally with less risk. Study how licensing agreements help brands expand globally and learn about vertical expansion strategies, where brands extend their reach within existing markets. Rejuvenation and repositioning strategies also play a key role in brand growth.

Discussion Questions:

1. How does the "brand-product line" strategy benefit both the company and its customers?

2. What are the advantages and challenges of combining a company's brand with a product brand?

3. How does brand portfolio management contribute to the long-term success of a company's branding strategy?

4. What are the key differences in brand management during the introduction, growth, maturity, and decline phases of a brand's life cycle?

5. How can companies effectively systematize their brand strategies according to the different stages of the brand life cycle?

6. What role does geographic expansion play in brand growth, and how can licensing facilitate this process?

7. How do vertical expansion strategies help a brand strengthen its position in existing markets?

8. In what ways can rejuvenation and repositioning strategies be used to extend the life of a brand?

Seminar session № 14

Models of brand formation and development in modern conditions

1. Brand model and its main elements: essence, individuality, value.
2. Goals of brand management at various stages of brand formation and existence. Creation of assorted brands.
3. Concept of brand architecture and stages of its formation.
4. Western (American) and Eastern (Asian) approaches to brand management.

*Brand Model and Its Main Elements: Essence, Individuality, Value***.** A brand model helps understand how a brand is structured and communicated. It defines the essence - core identity and purpose - laying the foundation for what the brand represents. Individuality includes traits like personality, values, and market positioning. Value refers to benefits and emotional connections the brand offers consumers. These elements build a cohesive brand that drives consumer engagement and market differentiation.

*Goals of Brand Management at Various Stages of Brand Formation and Existence***.** Brand management goals shift throughout the brand lifecycle. During creation, the focus is on brand awareness and identity. Growth aims to build loyalty and increase market share. Maturity requires maintaining relevance and differentiation, while decline involves rejuvenation or phase-out strategies. Understand how management strategies adapt and create assorted brands to cater to different market segments.

*Concept of Brand Architecture and Stages of Its Formation***.** Brand architecture defines how a company organizes and relates its brands. It begins with defining the core brand and its position, followed by sub-brands targeting customer segments. This structure must be flexible, incorporating new products while ensuring clarity within the portfolio. Focus on learning stages of architecture development to manage complex portfolios effectively.

*Western (American) and Eastern (Asian) Approaches to Brand Management***.** Western and Eastern branding strategies differ based on cultural contexts. Western brands emphasize emotional connections, individualism, and innovation, resonating with personal values. Eastern brands focus on collectivism, community, and long-term relationships. Understanding these differences helps adapt strategies to global markets and align with local preferences.

Discussion Questions:

1. What are the key elements of a brand model, and how do they contribute to building a successful brand?
2. How do the goals of brand management change throughout the different stages of the brand lifecycle?
3. What is the role of brand architecture, and how does it affect the overall strategy of a company's brand portfolio?
4. How does the concept of assorted brands help companies cater to different market segments?
5. What are the main differences between Western and Eastern approaches to brand management, and how do these cultural differences impact brand strategy?
6. How can companies balance emotional branding with cultural values when expanding into new markets?
7. How does brand management ensure that a company's brand evolves and remains relevant over time?

Seminar session № 15

The concept of brand expansion and stretching

1. The concept and essence of brand stretching and expansion.
2. Effectiveness of brand extension. The main types of brand stretching and expansion. Benefits of brand extension. Disadvantages of brand extension.
3. Law of expansion. The law of narrowing.
4. Examples of failed brand extensions.

The Concept and Essence of Brand Stretching and Expansion. Brand stretching and expansion involve extending a brand into new product categories or markets. Brand stretching uses an existing brand name to introduce new, related products, while brand expansion focuses on entering new geographical regions. Study how these strategies can help brands grow but require careful planning to maintain consistency in brand identity and values. Understanding these concepts is crucial for companies aiming to extend their brand's life cycle or reach new markets.

Effectiveness of Brand Extension. Brand extension can help grow a brand, but its success depends on the synergy between the original brand and new products. Key types of brand extension include horizontal (new product categories) and vertical (premium or budget options). Learn about the benefits, such as increased visibility and consumer trust, but also be aware of the risks, including brand dilution if the new product does not align with the original brand.

Law of Expansion vs. Law of Narrowing. The law of expansion suggests that too much brand stretching can dilute the brand's identity, making it less appealing to core customers. On the other hand, the law of narrowing advocates for focusing on a limited product range to preserve strength and distinctiveness. Explore how brands can balance expansion while keeping their core identity intact, avoiding over-extension and maintaining market focus.

Examples of Failed Brand Extensions. Not all brand extensions succeed. Study examples of failed brand extensions where brands stretched too far, confusing or alienating their customers. For instance, a luxury brand offering budget products may lose its exclusivity. Learn from these examples to understand the risks of brand stretching and how to avoid mistakes when considering expansion strategies.

Discussion Questions:

1. What are the key differences between brand stretching and brand expansion, and why are they important for brand growth?
2. What are the main benefits of brand extension, and how can they contribute to a company's long-term success?
3. What are the potential risks of brand extension, and how can companies mitigate these risks?
4. How does the law of expansion and the law of narrowing influence a company's brand strategy?
5. How can companies ensure that their brand extensions maintain consistency with their core brand values?
6. What are some examples of failed brand extensions, and what lessons can be learned from them?
7. When is it appropriate for a company to consider brand extension, and when should it refrain from expanding the brand?
8. How can a company balance brand extension with the need to maintain a clear and focused brand identity?

Seminar session № 16

The specifics of the formation of brand management by spheres of activity

1. Consumer branding. Technologies and techniques of consumer branding.
2. Industrial branding. The main distinguishing features of industrial branding. Branding features of large industrial and technological corporations.

3. A brand in the service sector.

4. Functional features of brands for financial organizations. Brands of retail intermediaries. Internet commerce.

5. New communication technologies.

Consumer Branding: Technologies and Techniques. Consumer branding focuses on creating a brand that connects with individual consumers through understanding their behaviors and preferences. Key techniques include digital marketing, influencer partnerships, and storytelling. These methods help build emotional connections, foster loyalty, and ensure brands resonate with their target audiences. Pay attention to how brands leverage social media, content creation, and consumer insights to strengthen their position in the market.

Industrial Branding: Key Features. Industrial branding targets business clients, emphasizing trust, reliability, and technical excellence. Branding strategies often involve long-term relationships and are centered on B2B communication. Study how industrial brands rely on certifications, quality standards, and industry reputation to build credibility and distinguish themselves in a competitive market.

Branding in the Service Sector. Branding in the service sector is focused on promoting intangible offerings like trust and customer satisfaction. It’s crucial for companies in sectors like hospitality, healthcare, and education to deliver exceptional service and maintain strong relationships. Learn how service brands use loyalty programs, quality service, and communication to foster strong brand identities.

Branding in Financial Organizations and E-Commerce. Financial brands must communicate security and reliability due to the sensitive nature of their services. Retail intermediaries and e-commerce brands focus on convenience, price competitiveness, and user experience. Explore how branding in these sectors relies on a strong online presence, customer reviews, and an easy-to-use platform.

New Communication Technologies. New technologies like social media, mobile apps, and AI-driven tools are changing how brands interact with consumers. Brands now use chatbots, data analytics, and personalized marketing to engage with audiences. Study how these tools help brands tailor messaging, gather insights, and improve visibility and responsiveness.

Discussion Questions:

1. What are the main differences between consumer branding and industrial branding, and how do branding strategies differ for these two segments?

2. What technologies and techniques are most effective for building a consumer brand that resonates with individual consumers?

3. How can brands in the service sector overcome the challenge of selling intangible offerings and build trust with customers?

4. In what ways do financial organizations utilize branding to differentiate themselves and create consumer trust in a competitive market?

5. What are the unique branding challenges and opportunities for retail intermediaries and internet commerce brands?

6. How can new communication technologies enhance the branding strategies of companies across different sectors?

7. How do consumer behavior insights influence branding strategies in the context of both consumer and industrial markets?

8. What are the functional features of brands in the service sector, and how do they differ from product-based branding?

1. Brand model and its main elements: essence, individuality, value.

2. Goals of brand management at various stages of brand formation and existence. Creation of assorted brands.

3. Concept of brand architecture and stages of its formation.

4. Western (American) and Eastern (Asian) approaches to brand management.

STUDENT INDEPENDENT WORK

The purpose of independent student work is to foster skills in working with academic sources, literature, and information related to brand management. It encourages effective utilization of library resources, the ability to analyze and compare theoretical approaches, and the capacity to draw informed conclusions and systematically organize information.

Types of Independent Work:

- Reviewing lecture materials;
- Preparing for seminar discussions;
- Studying assigned course topics using recommended literature from the course syllabus;
- Attending consultations (according to the department’s consultation schedule);
- Preparing for exams based on provided control questions.

The main form of independent work focuses on studying specific topics within brand management outlined by the department, which are not covered during classroom sessions. After exploring these topics, students are expected to complete control tasks such as tests or project development.

It is recommended that students begin by consulting key textbooks on brand management. This foundational step helps to position the subject within a broader context, allowing for an analysis of its causes, effects, and overall significance. Once a general understanding is established, students should expand their research by comparing the topic across multiple sources.

Only after developing a thorough understanding should students examine the primary sources from the literature list, including academic publications, articles, and monographs. This will provide deeper insights into the subject.

Finally, students are encouraged to explore practical case studies and expert opinions to gain a well-rounded perspective. This helps in identifying the strengths and weaknesses of various approaches and refining their arguments.

After reviewing the literature, students should reflect on the different perspectives, determine the most coherent and well-supported approach, and use this foundation for their ongoing academic and practical work.

To assist with understanding specialized terminology and concepts, a glossary is included in the methodological recommendations (Annex A).

Tasks for self-study

№	Types, content of self-study
1.	Develop a synopsis on the topic 1. The essence, meaning, principles, functions and tasks of brand management. Preparation of analytical reports by students. Preparation for discussion of problematic issues on the topic 1. Search, selection and review of information sources on a given topic.
2.	Develop a synopsis on topic 2. Legal principles of using trademarks. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 2. Search, selection and review of information sources on a given topic.
3.	Work out a synopsis on topic 3. Brand as an object of management. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 3. Search, selection and review of information sources on a given topic.
4.	Develop a synopsis on topic 4. Classification of brands, main types of brand management. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 4. Search, selection and review of information sources on a given topic.
5.	Develop a synopsis on topic 5. Functions, types and strategies of the brand. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 5. Search, selection and review of information sources on a given topic.
6.	Develop a synopsis on topic 6. Methodology and practice of developing a strong brand. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 6. Search, selection and review of information sources on a given topic.
7.	Work out a synopsis on topic 7. The practice of "private" branding. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 7. Search, selection and review of information sources on a given topic.
8.	Develop a synopsis on topic 8. Brand management as integrated communication. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 8. Search, selection and review of information sources on a given topic.
9.	Develop a synopsis on topic 9. Brand marketing research. Preparation of analytical reports by students. Preparation for discussion of problematic

	issues on topic 9. Search, selection and review of information sources on a given topic.
10.	Develop a synopsis on topic 10. Features of branding and rebranding management. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 10. Search, selection and review of information sources on a given topic.
11.	Develop a synopsis on topic 11. Fundamentals of branding evaluation. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 11. Search, selection and review of information sources on a given topic.
12.	Develop a synopsis on topic 12. Modern communication strategies for creating new brands. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 12. Search, selection and review of information sources on a given topic.
13.	Develop a synopsis on topic 13. Branding architecture. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 13. Search, selection and review of information sources on a given topic.
14.	Develop a synopsis on topic 14. Models of brand formation and development in modern conditions. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 14. Search, selection and review of information sources on a given topic.
15.	Develop a synopsis on topic 15. The concept of brand expansion and stretching. Preparation of analytical reports by students. Preparation for discussion of problematic issues on topic 15. Search, selection and review of information sources on a given topic.
16.	Develop a synopsis on topic 16. The specifics of brand management formation by spheres of activity. Preparation of analytical reports by students. Preparation for discussion of problematic issues from topic 16.

EXAMINATION MATERIALS

The semester exam is conducted in a combined format according to the exam session schedule. The test questions cover the entire material of the course.

The exam ticket includes four types of tasks, reflecting all the elements of social design and theoretical aspects of the course material.

Examples of exam ticket questions:
Exam ticket № 1

1. Run the test. Choose the correct option. (10 tests)

1. Which characteristic of brand capital relates to consumer recognition of a brand?
A) Perceived Quality
B) Brand Loyalty
C) Awareness
D) Brand Associations

2. What can happen if a brand extension negatively impacts the original brand's reputation?
A) Increased consumer trust
B) Increased market penetration
C) Weakened consumer perception
D) Expanded market share

3. …
4.…
5. …
6. …
7. …
8. …
9. …
10. …

2. Match the category with the correct definition.
Put the number of the category in front of the correct definition

Category		Definition
1. Brand Model		A framework that defines the essence, individuality, and value of a brand, helping to differentiate it from competitors.
2. Essence		A structure where the parent brand supports sub-brands that have their own identities but are still linked to the parent brand.

3. Individuality		The distinct features that make a brand unique in the eyes of consumers and differentiate it from competitors.
4. Brand Model		Brands that focus on a specific product or product line, with each product having its own identity.
5. Personality Brands		Brands built around the image and values of an individual, typically a celebrity or influencer.
6. Territorial Brands		Brands that are associated with a specific location or region and reflect the culture and identity of that area.
7. Product Brands		The core, intangible value that a brand represents, often reflecting its underlying purpose or promise.
8. Service Brands		Brands that distinguish themselves through the quality, reliability, and customer experience they offer rather than physical products.
9. Personality Brands		Brands built around the image and values of an individual, typically a celebrity or influencer.
10. Endorsed Brand Architecture		A framework that defines the essence, individuality, and value of a brand, helping to differentiate it from competitors.

3. Answer the question in full way.

What elements of a brand do you know? Describe these elements.

It is an example of a question. In each ticket there will be different question.

4. Practical task.

There will be practice task where you need to describe your personal experience about your favorite brand (analyze the brand according to the plan given, write your own ideas about development of this brand).

Questions for the final knowledge assessment

1. Brand Management as a Philosophy of Brand Development Management
2. Principles, Functions, and Tasks of Brand Management
3. The Integration of Marketing and Branding.
4. Types of Brand Management: External and Internal Brand Management
5. Brand Building: Key Processes and Strategies.
6. Formation of Brand Value. Vintage Capital and the Need to Assess Brand Equity
7. Intellectual and Emotional Brand Capital
8. Legal Regulation of the Brand. Trademark, Trademark, Brand: Key Definitions
9. Legislation of Foreign Countries Regarding the Protection of Trademarks

10. Trademark Registration Procedure
11. International Agreements in the Field of Registration and Recognition of Marks.
12. Correlation of the brand with the concepts of "trademark", "branding", "brand management", etc.
13. Types of trademarks: verbal, pictorial, three-dimensional, sound, combined, service marks, collective.
14. Brand classifications by object orientation.
15. Classification by territorial coverage of the brand.
16. Classification by place and role in the portfolio structure hierarchy.
17. Independent product brands and umbrella (assortment) brands. Corporate brands.
18. The main functions of the brand.
19. Brand types by the breadth of consumer reach: local, national, global. Strong and weak brands.
20. Types of brands depending on their role in the brand portfolio: Umbrella brand, sub-brand, supporting brand.
21. Brand portfolio management strategies.
22. Creating a brand. Principles of successful branding.
23. Development of the name and visualization of the brand.
24. The meaning of a trademark or brand.
25. The essence and stages of formation of a private trademark.
26. Traditional development of a network brand.
27. Pioneers of "private" branding.
28. The work of Ukrainian chains with their own brands.
29. Consumer psychology and brand equity. "Territory of low prices".
30. Foreign experience in the field of brand management. Network cooperation with manufacturers.
31. Approach to brand management as brand quality management.
32. Characteristics of brand capital, methods of their evaluation and forecasting.
33. Matrix of four types of brand satisfaction: ideological, psychological, sociological, cultural type of brand satisfaction.
34. The process of marketing research in brand management.
35. Basic concepts, types and methods of brand marketing research.
36. The main directions of brand marketing research.
37. Terms of brand research on brand perception by consumers.
38. Formation of territorial brand distribution strategies based on geographic information systems (GIS).
39. Methods of smoothing the shortcomings of the work using the analysis of sociogeographical data.

40. Design of a representative panel.
41. Rebranding as an integral part of brand management. Reasons for rebranding.
42. Methods of “reanimation” of the brand: relaunch, rebranding, repositioning, restyling, revitalizing, merger of brands.
43. Quantitative parameters of brand success in the market.
44. Approaches to determining brand value.
45. Consolidation of regional and national brands into global ones.
46. Changing the structure of consumer needs and increasing the level of expectations.
47. Communication barriers in the relationship between the brand and the consumer: multi-channel; defocusing of messages; explicit and implicit meanings.
48. Combination of company brand and product brand, of company brand and position brand.
49. Brand portfolio management.
50. Brand management at different stages of the life cycle.
51. The concept and essence of brand stretching and expansion.
52. Effectiveness of brand extension. Disadvantages of brand extension.
53. Consumer branding. Technologies and techniques of consumer branding.
54. Industrial branding. The main distinguishing features of industrial branding.
55. A brand in the service sector.
56. Brands of retail intermediaries. Internet commerce.
57. New communication technologies.

EVALUATION SYSTEM AND CRITERIA

Grading scheme

Current control, independent work, individual tasks																		Examination	Total
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15	T16	Problem-situational exercises, testing	Total		
2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	10	50	50	100

Criteria for evaluating educational achievements

For each seminar (practical) lesson, the maximum number of points that can be obtained by completing all the proposed tasks in detail and without errors is set. This usually includes an oral or written answer to a question on the topic of a practical lesson, or a presentation, the completion of a written task set for independent work, as well as clear answers of the student to additional questions of the teacher within the limits set for discussion of the topic. If the student does not provide a sufficiently complete answer to the main question, does not answer additional questions, his current score for the practical/seminar lesson is reduced. The student can increase it by showing further activity in practical/seminar classes.

The result of studying a discipline is passing an exam. A list of questions, mock testing and an example of an exam ticket with similar analytical and calculation tasks for exam preparation are provided to students in advance.

The criterion for the student's successful completion of the assessment may be his achievement of the minimum threshold levels of grades for each planned learning outcome of the academic discipline.

The minimum threshold level of assessment is determined using qualitative criteria and is transformed into the minimum positive assessment of the numerical (rating) scale used.

The student's knowledge is evaluated on a four-level scale (excellent, good, satisfactory, unsatisfactory). A student can get a maximum of 40 points for the exam:

1. To receive an "excellent" grade (35-40 points), a student must:
- comply with the set deadline for preparing the answer;
- give the correct solution to the problem and tests.

2. To receive a "good" grade (25-34 points), a student must:
- comply with the set deadline for preparing the answer;
- give the correct solution to the problem;
- possible mistakes when answering tests.

3. To receive a "satisfactory" grade (15-24 points), a student must:
- possible errors when solving problems and tests.

4. The grade "unsatisfactory" (1-14 points) is given to students whose answers can be evaluated below the requirements formulated in the previous paragraph.

Each task of the exam is evaluated separately, which is indicated in the tickets. If one of the ratings is "unsatisfactory", then the overall rating cannot be higher than "satisfactory".

The final grade for the academic discipline is defined as the total grade, which takes into account the grades from each type of control (the grades of the intermediate control for the work during the semester and the grade based on the results of the final exam).

Rating Scale

The sum of points for all types of educational activities during the semester	Assessment	
	four-level assessment	two-level assessment
90 – 100	excellent	passed
70-89	good	
50-69	satisfactory	
1-49	unsatisfactory	failed

LIST OF RECOMMENDED LITERATURE

Basic

1. Gary Spolander, Linda Martin. Successful Project Management in Social Work and Social Care: Managing Resources, Assessing Risks, and Measuring Outcomes, 2019
2. Design Materials and Making for Social Change, 2023
3. Elizabeth Resnick. The Social Design Reader, 2019
4. Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., Margaret M. Sutton. Project Management in Practice, 2020, 336 p.
5. Jan Boelen, Michael Kaethler. Social Matter, Social Design, 2020
6. Tanya L. S. (Ed.). The Handbook of Design for Social Innovation, 2022
7. Bongani M. M. & Peter L. R. Inclusive Social Design for Global Challenges, 2022
8. Bryan Boyer, Mariana Amatullo. Designing Change: Social Innovation through Design Thinking, 2021
9. Victor Papanek. Design for the Real World: Human Ecology and Social Change, 2021 (Revised Edition)
10. Ezio Manzini. Design, When Everybody Designs: An Introduction to Design for Social Innovation, 2020

Additional

1. Mariana Amatullo, Bryan Boyer. Design for Social Innovation: Case Studies from Around the World, 2020
2. Schroeder Amber. N., Bricka Traci M., and Whitaker Julia Hylton. Work Design in a Digitized Gig Economy, Human Resource Management Review, 2019. URL: https://doi.org/10.1016/j.hrmr.2019.100692
3. Diana C. S. & Nuno L. (Ed.). Social Design for Sustainability: An Interdisciplinary Approach, 2021
4. Tajine, J., & Oliveira, A. (Eds.). Design and Social Innovation in the Era of Data Science, 2021
5. Michaela K. L., Matilda R. T. Creative Social Solutions: Design Thinking and Social Change, 2022
6. Jennifer D. & Olivia P. Social Design for Climate Action: Design Strategies for a Green Future, 2023
7. Lea D. et al. Designing for Impact: Social Innovation in Practice, 2021
8. Tim Brown. Change by Design: How Design Thinking Creates New Alternatives for Business and Society, 2020 (Revised Edition)

9. Jon Kolko. Exposing the Magic of Design: A Practical Guide to Creating Social Innovation, 2021
10. Sandra G. & Felix W. Co-Design for Social Change: Integrating User-Centered Design in Collaborative Social Projects, 2022

Links to Information Resources on the Internet, Video Lectures, Other Methodical Support

1. What is Social Design? URL: https://measured.design/what-is-social-design/
2. What Is Social Design and Why Is It Important? URL: https://makeiterate.com/what-is-social-design-and-why-is-it-important/
3. What Exactly Is Social Design and Whom Might It Serve? URL: https://www.academia.edu/94943179/What_Exactly_Is_Social_Design_and_Whom_Might_It_Serve
4. The Ultimate Guide to Project Management. URL: https://www.projectmanager.com/guides/project-management
5. Investopedia: Project Management. URL: https://www.investopedia.com/terms/p/project-management.asp
6. Social Design Resources. URL: https://www.socialdesignnetwork.org
7. The International Monetary Fund. URL: https://www.imf.org
8. United Nations Organization. URL: https://www.un.org
9. The International Finance Corporation. URL: https://www.ifc.org
10. The World Trade Organization. URL: https://www.wto.org
11. The World Bank Group. URL: https://www.worldbank.org
12. The International Development Association. URL: https://www.worldbank.org/ida
13. The Multilateral Investment Guarantee Agency. URL: https://www.miga.org
14. Organization for Economic Cooperation and Development. URL: https://www.oecd.org
15. The Organization of the Petroleum Exporting Countries. URL: https://www.opec.org

ANNEX A

Glossary (dictionary of terms required for understanding and memorization)

Asset and brand capital – Intangible assets that contribute to the value of a brand. Brand capital includes the brand's reputation, recognition, loyalty, and the emotional connection it forms with its consumers. This type of capital is a key driver of long-term brand value.

Brand alignment – The process of ensuring that all aspects of the brand's communication, strategy, and customer interactions are consistent and aligned with the brand's core values. It is vital for establishing a unified and strong brand presence across all touchpoints.

Brand architecture review – The ongoing evaluation of a brand's structure to ensure its hierarchy and relationships between parent and sub-brands align with strategic goals and market demands. This process helps streamline brand messaging and decision-making.

Brand awareness – The extent to which consumers can recognize or recall a brand. It is a key factor in building brand equity and customer loyalty, often serving as the first step toward achieving a loyal customer base.

Brand building – The process of creating and nurturing a brand. This includes developing a clear identity, defining the brand's values, and communicating those values effectively to the target audience to establish a unique market position.

Brand capital – A measure of the financial value of a brand. It includes both tangible and intangible assets that influence consumer perception, brand loyalty, and ultimately, the brand's financial success in the marketplace.

Brand category – A classification of brands based on their product or service type, including categories like luxury brands, utility brands, or local vs global brands. Understanding brand categories helps marketers tailor strategies to different consumer needs.

Brand communication – The strategies and messages used to communicate the brand's values, mission, and vision to the target audience through various channels such as advertising, PR, and digital marketing. Effective communication is key to creating a strong brand image and fostering emotional connections.

Brand development cycle – The stages through which a brand evolves, from inception to growth, maturity, and potential decline. These stages influence marketing strategies, brand positioning, and product development decisions.

Brand equity – The overall value of a brand based on consumer perception, brand loyalty, and recognition. It can affect a company's profitability and market position, often leading to competitive advantages and premium pricing.

Brand extension – The use of an established brand name to launch new products in different categories. This strategy leverages existing brand equity to drive consumer trust and product adoption, reducing the perceived risk of trying new products.

Brand house – A branding strategy where a single master brand is used to endorse multiple sub-brands under its umbrella, sharing a cohesive identity and values. The sub-brands maintain their individual identities while benefiting from the credibility of the parent brand.

Brand identity – The visual, verbal, and emotional elements that define a brand. This includes the logo, colors, tagline, tone, and overall personality of the brand, helping it stand out in consumers' minds.

Brand image – The perception that consumers have of a brand, based on their experiences, advertising, and interactions with the brand. A positive brand image can lead to increased consumer loyalty and trust.

Brand loyalty – The degree to which consumers consistently purchase a specific brand's products or services over competitors due to positive experiences and emotional connection. Strong brand loyalty can lead to a stable customer base and reduce marketing costs.

Brand loyalty programs – Marketing strategies designed to encourage repeated purchases by rewarding consumers for their loyalty, often through points, discounts, or exclusive access. These programs can enhance customer retention and lifetime value.

Brand management – The process of overseeing and guiding the development, marketing, and maintenance of a brand. This includes ensuring the brand is effectively positioned, differentiated, and resonates with its target audience, helping it grow in the market.

Brand management evaluation – A process to assess the effectiveness of brand management strategies, monitoring brand performance metrics such as sales growth, market share, consumer perception, and brand strength. This helps identify areas for improvement and ensure ongoing brand success.

Brand management tools – Software and methodologies used by brand managers to track brand performance, consumer engagement, and market trends. Tools can range from social media analytics to financial metrics and consumer surveys, providing insights into how well the brand is performing.

Brand portfolio – The collection of brands owned and managed by a company. A well-balanced brand portfolio can help a company appeal to different market segments and maintain a competitive edge by diversifying risks and opportunities.

Brand portfolio management – The process of strategically managing a company's collection of brands, ensuring each brand has a clear role and contributes to the overall company strategy. Effective portfolio management ensures the brand mix is aligned with business goals and market needs.

Brand positioning – The strategy of establishing a brand in the market to make it stand out in consumers' minds. It involves defining what the brand represents and its unique value proposition, which sets it apart from competitors.

Brand recognition – The ability of consumers to identify a brand when they come across its logo, name, or product. It is a key indicator of brand awareness and customer recall, often fostering trust and preference in the purchasing decision.

Brand revitalization – The process of rejuvenating a brand that has lost its relevance or market share by updating its image, products, or messaging. Revitalization strategies can help a brand regain customer interest and appeal to a new audience.

Brand strategy – The long-term plan for the development and management of a brand, focusing on its market positioning, differentiation, and value creation. A solid brand strategy helps guide decision-making and build a sustainable brand over time.

Brand sub-brand – A brand that exists under the umbrella of a parent brand, with a distinct identity but still associated with the parent brand. A sub-brand may target a specific market segment or product category while leveraging the strength of the parent brand.

Brand touchpoints – Any interaction or point of contact between a consumer and a brand, including advertising, customer service, social media, packaging, or product usage. Managing these touchpoints effectively is crucial for building a consistent brand experience.

Brand tracking – A method used to continuously measure a brand's performance, consumer perception, and market trends over time, typically using surveys or other data analytics. Brand tracking provides insights into how well a brand is performing and where adjustments are needed.

Brand value – The perceived worth of a brand based on its influence, loyalty, and reputation, which can significantly impact a company's financial success. High brand value can lead to increased sales, partnerships, and competitive advantages.

Brand value measurement – The methods used to assess the strength and value of a brand in the marketplace, including consumer surveys, market share analysis, and financial metrics. These measurements help companies gauge their brand's current position and identify growth opportunities.

Co-branding – A marketing strategy where two or more brands collaborate to promote a single product, benefiting from each brand's equity and target audience. Co-branding can enhance product appeal and expand market reach.

Consumer branding – The process of creating and managing brands that are directed toward individual consumers, focusing on brand loyalty, emotional connection, and consumer experience. Consumer branding helps build lasting relationships with customers.

Competitive brand analysis – The process of evaluating a competitor's brand in terms of its strengths, weaknesses, positioning, and market performance. This analysis helps companies identify opportunities and threats in the competitive landscape.

Corporate brand – The branding of an entire organization, representing its values, culture, and overall corporate identity. This can encompass multiple products or sub-brands under one umbrella, creating a unified company image.

Endorsement branding – A branding strategy where a well-known brand or celebrity endorses a product, adding credibility and consumer trust to the product or sub-brand. This strategy leverages the influencer's equity to attract new customers.

Emotional branding – The practice of creating a brand that connects with consumers on an emotional level, influencing their feelings, attitudes, and purchasing decisions. Emotional branding aims to create deep, lasting bonds with consumers.

Endorse house – A branding strategy where a parent brand lends its reputation to support a sub-brand or product, typically seen in an endorsement branding model. The sub-brand is often distinct but still benefits from the parent brand's equity.

Global brand – A brand that has international recognition and presence, often with a uniform image, product, or marketing strategy across different countries and cultures. Global brands are able to resonate with diverse audiences while maintaining consistency.

House of brands – A branding strategy where a company owns and manages a collection of separate, independent brands. Each brand operates under its own identity and may target different markets or consumer segments, with little or no connection to the parent company.

Internal brand management – The management of a brand within an organization, focusing on aligning the company's culture, employees, and operations with the brand's values and identity. Internal brand management ensures the brand is consistently represented at all levels of the organization.

Legal protection of brands – The legal measures taken to protect a brand, including trademark registration, to safeguard the brand's identity and prevent unauthorized use by competitors. Legal protection helps maintain brand integrity and exclusivity.

Private brand (private label) – A brand owned by a retailer or distributor, often used for products sold exclusively by that retailer, like store-branded products. These brands are typically positioned as more affordable alternatives to national brands.

Rebranding – The process of changing a brand's identity, often to refresh its image or align it with new market trends or a shift in corporate strategy. Rebranding helps a company stay relevant and attract new customers.

Repositioning – The process of changing the position of a brand in the minds of consumers. This could involve altering perceptions, changing the target audience, or altering the product offering to meet new market demands.

Sub-brand – A brand that exists under a larger parent brand, typically targeting a different market segment or offering a distinct product from the parent brand. A sub-brand benefits from the credibility and recognition of the parent brand.

Trademark – A legally registered symbol, name, or other identifier that distinguishes a brand or product in the marketplace and provides legal protection for its use. Trademarks prevent unauthorized use and imitation by competitors.

Umbrella brand – A brand that covers a range of products or sub-brands, often creating consistency across a family of products under one unified name or image. Umbrella branding helps companies streamline marketing efforts and strengthen brand recognition.

Vintage capital – A unique form of brand capital derived from the brand's historical legacy, culture, and past consumer perceptions that add to its value. This form of capital leverages a brand's heritage to create consumer loyalty and emotional resonance.

Visual identity – The graphic design elements that represent a brand, including the logo, typography, color scheme, and overall visual style. A strong visual identity helps establish a memorable and recognizable brand presence.

Target audience – The specific group of consumers a brand is aiming to attract and engage, often based on demographics, psychographics, and purchasing behavior. Understanding the target audience is crucial for creating effective marketing strategies.

Trademark registration – The legal process through which a trademark is officially recognized by government authorities, granting exclusive rights to its use. Trademark registration protects the brand from unauthorized use and helps secure its legal status in the market.

Електронне навчальне видання комбінованого використання
Можна використовувати в локальному та мережному режимі

Челомбітько Тетяна Валеріївна

БРЕНД-МЕНЕДЖМЕНТ

Методичні рекомендації
з підготовки до практичних занять та виконання самостійної роботи
з академічної дисципліни для здобувачів другого (магістерського) рівня
вищої освіти спеціальності 073 «Менеджмент» за освітньою програмою
«Менеджмент організацій та адміністрування»

(Англ. мовою)

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