

SYLLABUS OF THE COURSE OF «SALES AND BRAND MANAGEMENT»

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|---|--------------|--------------------------------------|-----------------------------|---------------------------|------------------|---------|
| Field of knowledge | | 07 «Management and administration» | | Educational level | bachelor | |
| Specialty | | 075 «Marketing», 073 «Management» | | Semester | 3 | |
| Educational and professional program | | «Marketing» | | Type of discipline | selective | |
| Amount | Credits ECTS | Hours | By the type of the classes: | | | |
| | | | Lectons | Seminars | Practice session | Labs |
| | 5 | 150 | 18 | - | 54 | - 78 |

COURSE ANNOTATION

Interconnection in the structural and logical scheme

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| Educational components that precede the study | 1. Marketing, 2. Marketing communications, 3. Consumer behavior, 4. Marketing management, 5. Marketing policy, 6. Logistics |
| The educational components for which it is basic | 1. Marketing of purchases 2. International marketing 3. Marketing support of projects of telecommunication enterprises |
| The purpose of the course: | formation of knowledge on basic categories of brand management and brand management, methodological aspects of organization of brand management in the enterprise in modern conditions. |

Competencies in accordance with the educational and professional program

| Soft- skills / General competencies (GC) | Hard-skills / Special (professional) competences |
|--|---|
| <p>GC4. Communication skills: the ability to interact effectively with others; to present complex information in an understandable manner orally and in writing.</p> <p>GC5. Proactive Vision: the ability to model developments and choose what is desired; identify key factors of a particular situation, determine how they interact and which ones need the most attention</p> <p>GC9. Integrative skills: the ability to apply and integrate knowledge, skills and skills and use them effectively in an environment of rapid adaptation of organizations to the requirements of the environment.</p> | <p>SC13. Ability to communicate in a foreign language, including professional and business communication</p> |

Learning outcomes according to educational and vocational program (program learning outcomes - PLO)

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| <p>PLO4. Ability to properly use professional terminology, compile different types of documents; to properly use language means in accordance with the terms, purpose and content of communication in national and foreign languages.</p> <p>PLO8. Ability to use methodological techniques of marketing research, apply applied methods of analysis of marketing processes, methods of studying the target market, consumers, their motivations, trends in demand; to use in marketing activities information and communication technologies and software products necessary for the organization of marketing activities and practical application of marketing tools.</p> <p>PLO10. Ability to develop sales promotion measures; analyze the results of marketing policies; advertising campaigns and marketing presentations</p> |
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ORGANIZATION OF STUDY

| Topic, topic description | Type of | Week of | Forms and methods of study / questions for self-preparation work |
|--------------------------|---------|---------|--|
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| | classes | semester | |
|--|--------------------|----------|---|
| Section 1. THE MAIN BRANDS OF BRAND MANAGEMENT | | | |
| <p>Topic 1. The essence of the sales and brand management process. <i>To know:</i> basic concepts of "brand", "trademark", "trademark" and fundamental differences between them <i>To be able:</i> make decisions about building a brand management system for a company in the field of brand management, taking into account national peculiarities and using world experience; <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 2,6</p> | Lectons 1 | 1 | Lecture-visualization, express student survey |
| | Practice session 1 | 1 | Oral interviewing, testing, educational discussion, discussing a situational task |
| | Lectons 2 | 2 | Lecture-visualization, express student survey |
| | Practice session 2 | 2 | Oral interview, educational discussion, presentation report on the subject of independent study of the discipline |
| <p>Topic 2. Basic principles of brand management <i>To know:</i> brand structure and stages of its formation; models of development and management of sales and brands <i>To be able:</i> to create a system of brand-oriented integrated marketing communications; develop and implement an internal brand management system. <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 1,2,6</p> | Lectons 3 | 3 | Lecture-visualization, express student survey |
| | Practice session 3 | 3 | Oral interviewing, testing, thematic discussion, solution of practical problems «Sales Management» |
| | Lectons 4 | 4 | Lecture-visualization, express student survey |
| | Practice session 4 | 4 | Oral interviewing, testing, educational discussion, discussing a situational task |
| <p>Topic 3. Sales and Brand Management System <i>To know:</i> models of development and management of sales and brands <i>To be able:</i> to create a system of brand-oriented integrated marketing communications; <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 6-10</p> | Lectons 5 | 5 | Lecture-visualization, express student survey |
| | Practice session 5 | 5 | Oral interview, educational discussion, presentation report on the subject of independent study of the discipline. Preparation of presentations on the theme "Creating your own brand". |
| | Lectons 6 | 6 | Lecture-visualization, express student survey |
| | Practice session 6 | 6 | Oral interview, educational discussion. Module control №1 "BASIC BRAND MANAGEMENT" |
| <p>Topic 1. The essence of the sales and brand management process. Topic 2. Basic principles of brand management Theme 3. Sales and brand management system</p> | Self-preparation | 1-6 | <ol style="list-style-type: none"> 1. Brand features (distinguishing, informative, advertising, security, warranty, stimulating, psychological). 2. The concept and classification of brand strategies. 3. Brand classification features. 4. Types of brands by geographical feature. 5. Comparative characteristics of local and global brands. 6. Types of brands by way of identification. 7. The strategy of combining brands. 8. The essence and role of positioning in branding. 9. Segmentation. Defining associations. 10. Parities and differentiation points. Individual brand features. 11. Necessary transformation of the brand into a brand. |

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| | | | 12.Principles of successful branding. 13. Brand creation cycle from BrandAid. |
| Section 2. BRAND DEVELOPMENT MANAGEMENT SYSTEM | | | |
| <p>Topic 4. The system of information support and planning of brand management <i>To know:</i> measures that can be used to regulate the brand portfolio; major marketing communications tools in the sales and brand management system. <i>To be able:</i> make rational use of techniques for evaluating the effectiveness of sales and brand management activities. <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 10-12</p> | Lectons 7 | 7 | Lecture-visualization, express student survey |
| | Practice session 7 | 7 | Oral Survey, Situational Tasks of Brand Branding Formation |
| | Lectons 8 | 8 | Lecture-visualization, express student survey |
| | Practice session 8 | 8 | Oral Interview, Business Competition Brands |
| <p>Topic 5. Develop an effective sales and brand management strategy. <i>To know:</i> principles and indicators for evaluating brand management effectiveness. <i>To be able:</i> make rational use of techniques for evaluating the effectiveness of sales and brand management activities. <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 11-17</p> | Lectons 9 | 9 | Lecture-visualization, express student survey |
| | Practice session 9 | 9 | Oral survey, educational discussion, "An effective brand management strategy". |
| | Lectons 10 | 10 | Lecture-visualization, express student survey |
| | Practice session 10 | 10 | Oral interview, educational discussion, presentation report on the subject of independent study of the discipline |
| <p>Topic 6. Managing your brand at different stages of your life cycle <i>To know:</i> major marketing communications tools in the sales and brand management system. <i>To be able:</i> to find the connection of brand management with the business strategy of enterprise development <i>Formation of competencies:</i> GC4, GC5, GC9, SC13 <i>Result of the study:</i> PLO4, PLO8, PLO10 <i>Recommended references:</i> 12,16,21</p> | Lectons 11 | 11 | Lecture-visualization, express student survey |
| | Practice session 11 | 11 | Oral survey, educational discussion, "Preparation of a marketing research project". |
| | Lectons 12 | 12 | Lecture-visualization, express student survey |
| | Practice session 12 | 12 | Oral interview, educational discussion, presentation report on the subject of independent study of the discipline. |
| <p>Topic 4. The system of information support and planning of brand management. Topic 5. Develop an effective sales and brand management strategy. Topic 6. Managing your brand at different stages of your life cycle.</p> | Self-preparation | 7-12 | <ol style="list-style-type: none"> 1. Examples of bad brand extensions 2. Disadvantages of brand extension. 3. Main vectors that reflect the essence of the sales and brand management process. 4. Three ways of management: structure, word, culture. 5. Sales management styles. 6. The principle of managing sales and brands. 7. Basic principles of sales and brand management. 8. Brand management in the sales management system. |
| MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE | | | |
| <ul style="list-style-type: none"> • Canva, Illustrator, Pablo buffer - create brand book elements • Logaster, Cool Text, Online Logo Maker, Logo Ease, Online Designimo - logo creation services • Microsoft Power BI - visualization of marketing data • Asana, Wonderlist - to plan business hours and execute enterprise marketing plans; | | | |
| INFORMATION SUPPORT DISCIPLINE | | | |

1. Маркетингові дослідження і бізнес-аналітика. Навчально-методичні матеріали в системі Moodle - <http://dl.dut.edu.ua/course/view.php?id=2300>
2. Виногорова О. В. Сучасні види маркетингу. Навч. посібник– Київ: ДУТ, 2019.– 262 с. <http://www.dut.edu.ua/ua/lib/1/category/743/view/1703>
3. Дарчук В.Г. Аналіз та планування маркетингової діяльності. Навчальний посібник. – Київ: ДУТ, 2019. – 146 с. - [Електронний ресурс]. Режим доступу - http://www.dut.edu.ua/uploads/1_796_67558907.pdf
4. Rob Stokes. «eMarketing: The essential guide to marketing in a digital world». - - [Електронний ресурс]. Режим доступу - 2013. http://www.dut.edu.ua/uploads/1_2003_47123043.pdf
5. Стратегічний маркетинг: Навч. посібник. — Вид. 2-ге, без змін. К.: КНЕУ 2006.—152 с. - [Електронний ресурс]. Режим доступу -
-http://www.dut.edu.ua/uploads/1_1768_32663922.pdf

COURSE POLICY (GAME RULES)

- The course involves working in a team.
 - The audience environment is friendly, creative, open to constructive criticism.
 - Mastering the discipline requires the obligatory attendance of lectures and practical classes, as well as independent work.
 - Independent work includes theoretical study of issues related to lectures that are not included in the theoretical course or have been briefly discussed, their in-depth study of the recommended literature.
 - All tasks provided by the program must be completed within the set deadline.
 - If the student is absent for good reason, he / she will present the completed tasks during the teacher's independent preparation and consultation.
 - While working on assignments, academic integrity is not tolerated: when using online resources and other sources of information, the student must indicate the source used in the course of the assignment. If plagiarism is detected, the student receives 0 points for the task.
 - A late student is considered to have missed the class for a negligible reason with a score of 0 points per class, and is entitled to attend the class.
- For the use of telephones and computer tools without the permission of the teacher, the student breaks the discipline from the class, receives 0 points for the class.

CRITERIA AND METHODS OF EVALUATION

| Forms of control | Types of educational work | Evaluation |
|--|--|---|
| CURRENT CONTROL | <i>Work on lectures, including:</i> | |
| | • attendance at classes (for passages of lessons for valid reasons the completion of the passed material is allowed) | 0.5 points for each visit |
| | • note-taking | for each lecture 1.5 points |
| | • participation in the express survey | for each correct answer 0.25 points |
| | <i>Work in practical classes, including:</i> | |
| | • attendance at classes (for passages of lessons for valid reasons the completion of the passed material is allowed) | 0.5 points for each visit |
| | • presentation report on the subject of independent study of the discipline (evaluation depends on the completeness of disclosure of the topic, quality of information, independence and creativity of the material, quality of presentation and report) | for each presentation a maximum of 10 points |
| | • Oral interviewing, testing, solving practical problems | 0.5 points for each correct answer |
| • Participation in an educational discussion, discussion of a situational task | for each correct answer 2 points | |
| • participation in a business game | for each participation 3 points | |
| FOREIGN ASSESSMENT (MODULE CONTROL) | Modul control №1 "BASIC BRAND MANAGEMENT" | for each correctly completed task - 5 points. maximum score is 20 points |
| | Modul control №2 " BRAND DEVELOPMENT MANAGEMENT SYSTEM" | for each correctly completed task - 5 points. maximum score is 20 points |
| Additional assessment | Participation in scientific conferences, preparation of scientific publications, participation in All-Ukrainian competitions of scientific student works in the specialty, creation of cases, etc. | According to the decision of the department |

| FINAL EVALUATION credit | The purpose of the test is to control the formation of practical skills and professional competences necessary for the performance of professional duties. The test takes the form of an interview. | The evaluation criteria are listed in the table | |
|--------------------------------|--|---|--|
| Maris | Evaluation criteria | Level of competence | Score / record in the exam sheet |
| 90-100 | The student demonstrates complete and excellent knowledge of the educational material in the amount that corresponds to the work program of the discipline, correctly and reasonably makes the necessary decisions in various non-standard situations. Able to implement theoretical provisions of the discipline in practical calculations, to analyze and collate data of the specialist activity objects on the basis of knowledge and skills acquired from the given and related disciplines. Knows current technologies and methods of calculations in this discipline. During the training completing the practical classes, when performing individual / control tasks, showed the ability to independently solve the tasks set, to actively participate in the discussion, can defend their own position in the issues and decisions under consideration. A decrease in the 100-point mark may be due to insufficient disclosure of the subject matter being studied but beyond the scope of the work program material or the student may be uncertain about the interpretation of the theoretical backgrounds or complex practical tasks. | High Fully provides the knowledge, skills and competency requirements of the discipline's work program. Students' own suggestions in assessing and solving practical problems increases his / her ability to use the knowledge that he / she has acquired in the study of other disciplines, as well as the knowledge acquired during the in-depth study of issues related to the discipline being studied. | Excellent / Passed (A) |
| 82-89 | The student demonstrates good knowledge, has a good knowledge of the material that corresponds to the work program of the discipline, makes an analysis of possible situations on their basis and is able to apply theoretical provisions in solving practical problems, but allows some inaccuracies. Able to correct mistakes that are small, which are insignificant. Knows current technologies and methods of calculations in this discipline. During the training during the practical training, when performing individual / control tasks and explaining the decisions made, gives comprehensive explanations. | Sufficient Provides the student with an independent solution to the basic practical problems in conditions when the initial data change in comparison with the examples considered in the studied disciplines | Good / Passed (B) |
| 75-81 | The student is generally well-versed in the material, knows the basic provisions of the material, which corresponds to the work program of the discipline, makes an analysis of possible situations on their basis, and is able to apply in solving typical practical problems, but allows some inaccuracies. Able to explain the basic provisions of the completed tasks and give the correct answers when changing the result with a given change in the output parameters. The errors in the answers / decisions / calculations are not systematic. Knows the characteristics of the basic provisions that are decisive in conducting practical classes, in performing individual / control tasks, and in explaining the decisions made, within the discipline being studied. | Sufficient The specific level, according to the studied material of the work program of the discipline. Additional questions about the possibility of using theoretical provisions for practical use are difficult. | Good / Passed (C) |
| 64-74 | The student has mastered the basic theoretical material, provided by the work program of the discipline, and understands the standard practice assignments, has suggestions on the direction of their solutions. Understands the basic principles that are crucial in the course, can solve similar tasks to those dealt with by the teacher, but allows a considerable amount of inaccuracies and gross mistakes that can be eliminated with the help of the teacher. | Average Provides a sufficiently reliable level of reproduction of the basic provisions of the discipline | Satisfactorily/ Passed (D) |
| 60-63 | The student has certain knowledge provided in the work program of the discipline, has basic provisions, which are studied at a level that is determined as the minimum acceptable. Using basic theoretical principles, a student with difficulty explains the rules for solving practical / computational problems of the discipline. Practical / individual / control tasks are much formalized: there is an alignment of the algorithm, but there is no deep understanding of the work and relationships with other disciplines. | Average It is the minimum permissible in all components of the curriculum in the discipline | Satisfactorily/ Passed (E) |
| 35-59 | The student can recall some snippets from the course. Although the student completed the program of the discipline, he/she worked passively; his answers during the practical work are in most cases incorrect, unsubstantiated. The student does not have a comprehensive understanding of the material of the discipline. | Low Does not provide practical implementation of the tasks that are formed when studying the discipline | Unsatisfactory with the ability to reassemble / Not passed (FX) is not inserted to the student achievement sheet |
| 1-34 | The student did not fully meet the requirements of the work program of the discipline. His/Her knowledge in the final stages of training is fragmentary. Student is not allowed to take the test. | Unsatisfactory The student is not prepared to independently solve problems that outline the purpose and tasks of the discipline | Unsatisfactory with compulsory re-study / Excluded (F) is not inserted to the student achievement sheet |

