

NAME OF THE COURSE		BRAND MANAGEMENT				
Code	EUBB22	Year of study	3			
Course teacher	Ivana Kursan Milaković, PhD, Associate professor Mario Pepur, PhD, Full professor Neven Šerić, PhD, Full professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Elective	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	<p>Main goals of this course are to:</p> <ol style="list-style-type: none"> (1) introduce different theoretical brand concepts, and enable students to acquire knowledge and capabilities for understanding and implementing the programs for brand creation and management (2) obtain the knowledge about brand management evaluation methods (3) acquire knowledge about brand development and management activities 					
Course enrolment requirements and entry competences required for the course	According to the Statute of the Faculty of Economics and internal study guidance.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Main learning outcome: Analyse the brand management concepts and insights with a purpose of understanding and creating brand management strategies.</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. Analyse the elements that influence creation and implementation of brand management programs and their marketing implications 2. Estimate the selection of the adequate forms of brand management strategies 3. Estimate the brand determinants for creating the brand management activities 4. Evaluate the brand management activities 5. Analyse the brand management in the context of the practical examples 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures	Hours	Exercises	Hours		
	Brand management introduction. Introduction to the working mode.	2	Project introduction – purpose, goals and working mode. Practical assignments and discussion.	2		

	Brand concept development and positioning.	2	Defining topics and project groups. Brand concept development and positioning – practical assignments and discussion.	2
	Designing and implementing brand program (I): identity, image, and brand personality elements, (II): design and strategies	2	Designing and implementing brand program (I, II) – practical assignments and discussion.	2
	Brand management and integrated marketing communication	2	Brand management and integrated marketing communication - practical assignments and discussion.	2
	Brand value measurement	2	Brand value measurement (consumer, market and financial values) - practical assignments and discussion.	2
	New products, brand extensions, brand portfolio	2	Brand portfolio management, new products and brand extensions - practical assignments and discussion.	2
	Managing the brand life cycle	2	Managing the brand life cycle - practical assignments and discussion.	2
	Private labels	2	Private labels - practical assignments and discussion.	2
	B2B brand management	2	B2B brand management - practical assignments and discussion.	2
	Service brand management	2	Service brand management - practical assignments and discussion.	2
	City, country and region brand management	2	City, country and region brand management - practical assignments and discussion.	2
	Innovative forms of brand management. Internet. Brand culture and brand communities.	2	Innovative forms of brand management, internet, brand culture and communities - practical assignments and discussion. Student seminar work presentations.	2

	Global brands management. Internationalization. Ethics and CSR.	2	Global brands, internationalization, ethics and CSR - practical assignments and discussion. Student seminar work presentations.	2	
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	In order to acquire the course signature, student needs to actively participate in classes (presentations, discussions, practical assignments) and to make three evaluation assignments. Active class participation includes class attendance (lectures and exercises) in range from 50 to 70%.				
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1.4	Research	Practical evaluation assignments	0.4
	Experimental work		Report	Class participation	
	Essay		Seminar essay	(Other)	1.4
	Tests	1.8	Oral exam	(Other)	
	Written exam	option 1.8	Project	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam comprises of its written part, seminar group work and oral presentation. Professor decides upon the number of students in a group. Group assignment comprises of more parts that will be developed continuously during the semester. Some of these parts will be presented during the exercises.</p> <p>During the semester two preliminary exams (tests) will be organised. The prerequisite to take the second preliminary exam is the positively graded first preliminary exam. The final grade will be based on the I. and II. preliminary exams' grades, as well as on the seminar work grade in a range of 30%:30%:40%, whereby the seminar work carries 30% and its presentation 10%. Students who pass both preliminary exams (tests) do not need to take the final written exam.</p> <p>The exam is considered passed if the student:</p> <ul style="list-style-type: none"> - achieved passing grade from written tests (minimally 50% per each test) - actively participated in assignments, discussions and presentations - completed the seminar project at the end of the semester that was positively graded. <p>Grading system (%) for the written exams is the following:</p> <p>0-49 insufficient (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)</p>				

	* Students who pass both preliminary exams (tests) do not need to take the final written exam. If the students do not pass the tests they need to take the final written exam. Students who are not satisfied with the final course grade can take the oral exam.		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Keller, K. L., Swaminathan, V. (2020). Strategic brand management: building, measuring, and managing brand equity, Global edition, Pearson Education.	2	yes
	Materials provided during the lectures	/	yes (Moodle)
Optional literature (at the time of submission of study program proposal)	<p>Lalaounis, S. T. (2021). Strategic brand management and development. Creating and marketing successful brands, Routledge.</p> <p>Chernev, A. (2020). Strategic Brand Management, Cerebellum Press.</p> <p>Beverland, M. (2018). Brand management. Co-creating meaningful brands, Sage Publications.</p> <p>De Chernatony, L., McDonald, M., Wallace, E. (2011). Creating Powerful Brands, 4th ed., Butterworth-Heinemann, Elsevier, Oxford</p> <p>Šerić, N., Kursan Milaković I., Peronja, I. (2024). Specialised tourism products: development, Management and practices. Emerald Publishing Limited.</p> <p>Jakšić Stojanović, A., Šerić, N. (2018), The Montenegrin Lighthouses as Destination Icons, University Mediterranean Podgorica Montenegro ISBN 978-9940-514-56-3</p> <p>Kursan Milaković, I., Anić, I. D., Mihić, M. (2020). Drivers and Consequences of Word of Mouth Communication from the Senders' and Receivers' Perspectives: The Evidence from the Croatian Adult Population // <i>Ekonomski istraživanja</i>, 33, 1, 1667-1684 doi:10.1080/1331677X.2020.1756373</p> <p>Janković, M., Jakšić Stojanović, A., Vukilić, B., Šerić, N., Ibrahimović, A. (2019), Branding of protected areas and National Parks: A case study of Montenegro, <i>African Journal of Hospitality, Tourism and Leisure</i> Volume 8 (2) - (2019), ISSN: 2223-814X, pp. 1–9</p> <p>Jakšić Stojanović, A., Šerić, N. (2018), Brand Identity of Montenegro through Verbal and Visual Elements of its Logo, <i>Journal of Marketing Development and Competitiveness</i> Vol 12 No 4, 2018, ISSN 2155-2843, pp. 134–144</p> <p>Veloutsou, C., & Guzman, F. (2017). The evolution of brand management thinking over the last 25 years as recorded in the <i>Journal of Product and Brand Management</i>. <i>Journal of Product & Brand Management</i></p> <p>Journal of Brand Management - articles (https://link.springer.com/journal/41262/volumes-and-issues)</p> <p>Journal of Product & Brand Management - articles (https://www.emeraldgroupublishing.com/journal/jpbm)</p> <p>Thematic videos from Youtube.com i TED channels</p> <p>Case studies and assignments developed/prepared by professor</p>		
	Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of student obligations' fulfilment (course teacher) • Teaching supervision (Vice Dean for Education and student affairs) • Studying successfulness analysis (Vice Dean for Education and student affairs) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre) 	

	<ul style="list-style-type: none">• Exam, conducted by the course teacher, covers all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (Vice Dean for Education and student affairs)
Other (as the proposer wishes to add)	