

Study program: Modern Business Management, Module: Business Management			
Subject name: Brand Management			
Lecturer: Aleksandar Dejanović, Ph.D. (aleksandar.dejanovic@mbs.edu.rs)			
Subject status: obligatory			
ECTS: 7			
Condition:-			
Subject objectives The goal is to introduce the students to the basic principles of brand management and to understand the importance of branding, as the part of the process that enables the companies to differentiate their offer on the market.			
Subject outcomes On the basis of the analysis of theory and practice, the students will have the opportunity to be introduced to the brand management strategies, as well as to the brand portfolio management principles. The students learn what effects are created in branding, and in what way it impacts the customers loyalty, as well as the company profitability and reputation. Students should understand that branding achieves differentiation, which facilitates the identity creation on the market, as well as the competition value creation.			
Subject description Assignments: Theoretical: The concept and product classification, The concept and brand importance, A historical development of branding, Brand classification, Brand management process, Brand portfolio management, A physical component of brands, The abstract brand components, Brand management strategies, The importance of quality concept for brand management, A financial value of the brand, Brand promotion, Goods branding, Services branding, The employer branding, The event branding, Socially responsible branding Practical: Case study, internet exercises, discussions, seminar papers			
Materials Виријевић Јовановић С., (2015), <i>Бренд менаџмент</i> , Висока школа модерног бизниса, Београд. (у припреми) Ракита Б., Митровић И., (2007), <i>Бренд менаџмент</i> , Савремена администрација, Београд. Котлер Ф., Ферч В., (2007), <i>Б2Б Бренд менаџмент</i> , ASEE books, Нови Сад. Keller К., (2013), <i>Strategic brand management</i> , Pearson Education, London. Aaker D., (2012), <i>Building Strong Brands</i> , Simon and Schuster, New York. Aaker D., (2009), <i>Managing brand equity</i> , Simon and Schuster, New York.			
Total number		Courses:3x15=45	Practice:2x15=30
Teaching methods Lectures are auditory supported by modern teaching tools and active student participation. Exercises include: consolidation of lectures; exams; individual work with students through seminar papers; team discussions.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	20	written exam	-
practice	10	oral exam	30
Test-s	30	
Essay-s	10		