

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF „MANAGEMENT“**  
**DEPARTMENT „MARKETING“**

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**ACCEPTED BY:**

**Rector:**

**(Prof. Plamen Iliev, PhD)**

**SYLLABUS**

**SUBJECT: “INTERNATIONAL BRAND MANAGEMENT”;**

**DEGREE PROGRAMME: „International business“; BACHELOR’S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 8;**

**TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 75 h.**

**CREDITS: 5**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
<b>EXTRACURRICULAR</b>	75	-

Prepared by:

1. ....  
(Prof. Evgeni Stanimirov, PhD)

2. ....  
(Sen. Assist. Prof. Vladimir Zhechev, PhD)

Head of department: .....  
„Marketing“ (Prof. Evgeni Stanimirov, PhD)

## **I. ANNOTATION**

The chief purpose of this subject is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management—the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the subject’s important goals is to provide students with concepts and techniques necessary for companies to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry point of view, and combine a comprehensive theoretical foundation with enough practical insights to assist future managers in their day-to-day and long-term brand decisions.

Students will gain knowledge and skills on the following topics:

- The role of brands, the concept of brand equity, and the advantages of creating strong brands;
- The three main ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary associations;
- Different approaches to measuring brand equity, and how to implement a brand equity measurement system;
- Alternative branding strategies and how to design a brand architecture strategy and devise brand hierarchies and brand portfolios.

Students will also enhance their competencies in understanding:

- The role of corporate brands, family brands, individual brands, modifiers, and how to combine them into sub-brands;
- How to adjust branding strategies over time and across geographic boundaries to maximize brand equity.

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Topic 1. Introduction to branding</b>		<b>5</b>	<b>4</b>	
1.1.	Importance of brands. Brands vs. products			
1.2.	Brand elements			
1.3.	What can be branded			
1.4.	Branding challenges and opportunities			
1.5.	Brand equity and the strategic brand management process			
<b>Topic 2. Consumer-based brand equity and brand positioning</b>		<b>5</b>	<b>3</b>	
2.1.	Customer-based brand equity			
2.2.	Brand knowledge			
2.3.	Sources of brand equity			
2.4.	Brand positioning			

<b>Topic 3. Brand resonance and the brand value chain</b>		<b>6</b>	<b>3</b>	
3.1.	Building a strong brand			
3.2.	The brand value chain			
3.3.	Creating customer value			
<b>Topic 4. Choosing brand elements to build brand equity</b>		<b>5</b>	<b>3</b>	
4.1.	Criteria for choosing brand elements			
4.2.	Options and tactics for brand elements			
<b>Topic 5. Designing marketing programs to build brand equity</b>		<b>5</b>	<b>3</b>	
5.1.	Integrating marketing			
5.2.	Product, pricing, and channel strategy			
<b>Topic 6. Integrating marketing communications to build brand equity</b>		<b>6</b>	<b>4</b>	
6.1.	The new media environment			
6.2.	Four major marketing communication options			
6.3.	Developing integrated marketing communication programs			
<b>Topic 7. Leveraging secondary brand associations</b>		<b>6</b>	<b>3</b>	
7.1.	Conceptualizing the leveraging process			
7.2.	Co-branding			
7.3.	Licensing and celebrity endorsements			
<b>Topic 8. Developing a brand equity measurement and management system</b>		<b>3</b>	<b>3</b>	
8.1.	Conducting brand audits			
8.2.	Designing and conducting brand studies			
<b>Topic 9. Measuring sources of brand equity</b>		<b>4</b>	<b>4</b>	
9.1.	Qualitative research techniques			
9.2.	Quantitative research techniques			
<b>Total:</b>		<b>45</b>	<b>30</b>	

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Practical case study / assignment	1	20
1.2.	Test	1	10
<b>Total midterm control:</b>		<b>2</b>	<b>30</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	45
<b>Total final term control:</b>		<b>1</b>	<b>45</b>
<b>Total for all types of control:</b>		<b>3</b>	<b>75</b>

### IV. LITERATURE

#### REQUIRED (BASIC) LITERATURE:

1. Keller, Kevin. *Strategic Brand Management: Global Edition*. Pearson Higher Ed, 2013.
2. Kapferer, Jean-Noel. *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers, 2012.

#### RECOMMENDED (ADDITIONAL) LITERATURE:

1. Станимиров, Е., Жечев, В. *Търговска марка и бранд мениджмънт*. Наука и икономика. ИУ-Варна, 2013.