

# MKT3214 Brand Management

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**Code**

MKT3214

**Title**

Brand Management

**Prerequisites**

MKT1201

**Credits**

3

**Description**

Brand Management is an advanced course designed for students with marketing major, which explores issues relevant to deep analysis of branding strategies and tactics. Students are expected to enter the course with in-depth knowledge of current marketing concepts and theories. Students must be comfortable with analyzing marketing problems, developing solutions, designing and implementing strategies and tactics.

**Objectives**

Brand Management introduces students to state-of-the-art research and practice in branding. Classes emphasize 1) discussion of the field's most current branding concepts, principles, and theories, and 2) application of brand management concepts to actual business situations through case analysis, assignments and field projects. At the end of the course, students should be able to do the following: **KNOWLEDGE:** Students will have an understanding of Various types of branding strategies The relationship between brand management and other marketing functions. The importance of brand management The growing importance of brand equity for company Analysis and interpretation of different brand types Frameworks for understanding and building brands **SKILLS:** Students will learn to Define and develop brand strategies; Base brand strategy on corporate attitudes and values; identity and positioning statement Analyze development of branding globally and in Kazakhstan; Evaluate the effectiveness of brand management; Interact with a team to develop a creative solution to marketing opportunities **APPLICATION ABILITIES:** Students will be able to Develop and execute brand development project Implement ethical decisions and incorporate strategies to achieve goals and objectives. Link various stages in brand development and launch. Develop effective groups to solve marketing problems. **VALUES AND ATTITUDES:** Students practice KIMEP Core Values Academic honesty Respect for peers and instructors

**Assessment**

60 % -first and second assessments

40 % -final assessment

**Tentative course outline****Week1**

Course introduction. Brand and Brand management

**Week2**

"Building and Maintaining a Brand's Position. Understanding brand users"

**Week3**

"Theoretical framework: Brand Resonance Pyramid Brand Equity"

**Week4**

"Brand as an Identity Marker. Selecting Brands Elements to build Brand Equity. "

**Week5**

Brand building approaches.

**Week6**

"Designing marketing programs to build brand equity. Product Design"

**Week7**

"Integrating Marketing Communications to Build Brand Equity. Midterm Exam 1 "

**Week8**

IMC continued

**Week9**

"Leveraging Secondary Brand Associations to build brand equity. Make up class for Nauryz."

**Week10**

Extending the Brand, Partnering, Managing brand Portfolios

**Week11**

Researching Brands: capturing customer mindset..

**Week12**

"Mid-term Exam 2 6.04.2020 Managing Brands over Time. "

**Week13**

Measuring outcomes of brand equity: Capturing Market Performance.

**Week14**

"Brand Crisis Presentations: Teams 1&2, 3&4 "

**Week15**

"Presentations Teams 5&6 Course Overview. The place of brand in overall marketing management."