

**COURSE SYLLABUS**

<b>Basic course data</b>	
<b>Academic Unit</b>	<b>Faculty of Economy Department: Marketing</b>
<b>Course title:</b>	<b>Brand Management</b>
<b>Study level:</b>	<b>BACHELOR</b>
<b>Status:</b>	<b>Mandatory</b>
<b>Study year:</b>	<b>III</b>
<b>Hours/ week:</b>	<b>2+1</b>
<b>ECTS:</b>	<b>4</b>
<b>Place / location:</b>	
<b>Lecturer:</b>	<b>Ejup FEJZA</b>
<b>Contact details</b>	<b><u><a href="mailto:Ejup.fejza@uni-pr.edu">Ejup.fejza@uni-pr.edu</a></u></b>
<b>Course description</b>	
	Defining the brand's role in the enterprise, for products and services, is one of the most important management and marketing tasks. The reputation of an enterprise depends on how strong a brand is of a product or service, how much it relates to the name of the company, and how strong its brand is. How the brand is communicating with the market and how it relates to the products or services of the enterprise is a challenge that requires clarification and examples from the most different in order to provide students with an accurate picture of the brand and its role in the enterprise today, with traditional marketing orientation or in digital enterprises
<b>Goals and methodolgy</b>	
	This subject has the main goal of providing the students with the knowledge necessary to handle the brand. The program is designed so that students gain in-depth knowledge of the brand as a contemporary concept. This subject gives a complete description of the evolution of brand concept, brand analysis methods, brand creation, brand growth and management. The program covers all essential brand management components.

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<b>Expected results:</b>	After completing the lectures from this subject, students will be able to: <ul style="list-style-type: none"> <li>• Understand the brand as one of the most valuable assets of a business</li> <li>• Develop the brand as a key element in communication with customers</li> <li>• Manage the brand to differentiate and position the company in the market</li> <li>• Through brand management can create growth in business performance</li> <li>• Analyze the good sides and eventual weaknesses of the brand and its role in creating the reputation of the enterprise</li> </ul>		
<b>Activity</b>			
	<b>Hours</b>	<b>Day/week</b>	<b>total</b>
Lectures	2	15	30
Exercise	1	15	15
Contacts / consults with lecturer/assistant	4		4
Presentations, examples, case studies	1	15	15
Colloquia	2	2	4
Students load work	30		30
Evaluation time	1	2	2
<b>Total</b>	<b>100</b>		
<b>Methodology</b>			
	The theoretical part of the lesson will be followed with the practical part. Students will be required to work in groups (not more than 3 in a group) by simulating brand management proces for an improvised enterprise, with the main purpose for them to be able to feel close by working together, the process of brand management for that enterprise		
<b>Evaluation:</b>			
	. Attendance - up to 5% <ul style="list-style-type: none"> <li>• Seminar work with presentation - up to 15%</li> <li>• Final exam - up to 80%</li> </ul>		
<b>Literature</b>			
<b>Basic Literature:</b>			
	<ul style="list-style-type: none"> <li>• Panajoti, Hysi, Vjollca, (2016), <i>Menaxhimi i Markës</i>, Tiranë</li> </ul>		

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<b>Additional Literature:</b>	Brand Management: Research (2009), Theory and Practice, Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre Brand Management (2006) Lessons from real world marketing, Mainak Dhar, Understanding Brands, Peter Cheverton
<b>Work Plan</b>	
<b>week</b>	<b>Teaching lessons</b>
<b>Week 1</b>	Chapter 1. Brands, Marketing and Business Environment
<b>Week 2</b>	Chapter 2. Brand Configuration
<b>Week 3</b>	Chapter 3. Marketing service, retail and market
<b>Week 4</b>	Chapter 4. Brand Communication
<b>Week 5</b>	Chapter 5. Virtual Brand Communication
<b>Week 6</b>	Chapter 6. Brand Positioning
<b>Week 7</b>	Topic: First Semester Evaluation
<b>Week 8</b>	Chapter 7. Knowing the dimensions of the brand:
<b>Week 9</b>	Chapter 8. Emotional dimensions of the brand
<b>Week 10</b>	Chapter 9. Legal trademark protection
<b>Week 11</b>	Chapter 10. Financial Assets
<b>Week 12</b>	Chapter 11. Brand Planning
<b>Week 13</b>	Chapter 12. Search for Consumer Behavior
<b>Week 14</b>	Chapter 13. Brand Perspectives

<b>Week 15</b>	Topic: Second semester evaluation
<b><i>Academic policy and behaviour rules</i></b>	
<p>Participation in lectures and exercises is mandatory. Students are encouraged to always seek explanations during lectures and exercises. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they have assigned to you after each lecture and to perform the tasks and essays to be given. Students are not obligated to undergo assessments during the semester. Students are encouraged to follow media discussions and open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, exercises and be attentive to the lectures. It is obligatory possession and presentation of the ID card in tests and examination. When drafting the seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.</p> <p><i>Mobile / smart phones and other electronic devices (e.g. iPods) should be switched off (or switched off) and not exposed during class hours. Food ingestion is not allowed during the lesson, while water and other non-alcoholic beverages are allowed</i></p>	