



Syllabus of Module

8. Brand Management

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Module Annotation

Each company offers a certain product, while brands are becoming a key element of their differentiation, especially in today's turbulent markets. Mastering the basics of product and brand marketing can therefore be crucial to surviving in the marketplace. This module focuses on the characteristics and classification of products and outlines possible product strategies. This section is followed by an explanation of concepts and strategies related to brand management.

Module Objective

The aim of the Brand Management module is to introduce students to the basic concepts related to brand marketing. Students will be acquainted with concepts such as brands identity, brand image, brands elements (name, logo, symbol, packaging), which allow them to define a brand. It will also talk about brand value and how to achieve it.

Literature

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