

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
of the elective educational component
«Company-Branding»

for the Bachelor's Degree program

Syllabus of the Educational Component «Company-Branding» for Bachelor's Degree Program

Prepared by: Iryna Kytsyuk, PhD in Economics, Associate Professor, Department of International Economic Relations

Agreed

Guarantor of the educational and professional program:



(signature) (A. O. Boiar)

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No. 6 of February 10, 2026.

Head of the Department:



(Boiar A.O.)

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of Indicator	Field of Study, Specialization, Educational and Professional Program, Educational Level	Characteristics of the Educational Component
Full-time Mode of Study	<i>C Social Sciences, Journalism, Information and International Relations</i> <i>CI Economics and International Economic Relations</i> <i>International activities of companies and institutions</i> <i>First (Bachelor's) Level</i>	Elective
Workload / Credits: 150 hours / 5 ECTS		Year of study: 4
		Semester: 8
Individual Research Assignment: Yes		Lectures: 10 hours
		Practical (seminar) classes: 20 hours
		Self-study: 110 hours
		Consultations: 10 hours
		Form of assessment: credit
Language of Instruction: Ukrainian		

II. INSTRUCTOR INFORMATION

Full name: Iryna Kytsyuk

Academic degree: PhD in Economics

Academic title: Associate Professor

Position: Associate Professor, Department of International Economic Relations

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Class schedule: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course Annotation

The syllabus of the elective educational component “Company-Branding” has been developed to accommodate the possibility of forming an individual educational trajectory for students at the First (Bachelor's) Level of higher education.

The course «Company Branding» introduces students to the fundamentals of creating and developing a company's brand. Within this discipline, students learn what a brand is, which elements form its structure, how visual and emotional brand identity is created, and why brands play an important role in the modern business environment.

The course covers basic concepts of brand and branding, the key stages of developing a company brand, principles of brand positioning, and approaches to building interaction with consumers. Special attention is given to emotional branding and current trends in brand development, including examples from well-known Ukrainian and international companies.

Upon completing the course, students will understand how a company brand is formed, will be able to analyze its main elements, and will apply basic branding tools to create simple brand solutions and mini-projects.

2. Purpose and Objectives of the Educational Component Purpose:

The purpose of the educational component «Company Branding» is to introduce students to the fundamentals of creating, developing, and managing a company's brand. The course aims to help students understand how a brand enables a company to stand out in the market, attract consumer attention, and build trust in its products or services.

The main objectives of the course «Company Branding» are to:

- explain key concepts of brand and branding in simple and accessible terms;
- familiarize students with the structure of a brand and its main elements (name, logo, slogan, visual style, etc.);
- outline the basic stages of creating a company brand;
- demonstrate how emotions influence consumer perception of a brand;
- teach basic approaches to brand positioning in the market;
- examine examples of modern brands and simple branding strategies;
- develop practical skills in applying basic branding tools while completing practical tasks and mini-projects.

3. Soft skills.

Soft Skills Developed within the Educational Component:

1. **Communication:**

- ability to clearly and effectively present brand ideas;
- skills in working with visual materials and simple brand concepts.

2. **Creativity:**

- ability to generate new ideas for a brand name, logo, slogan, or brand image;
- creative approach to developing visual and emotional brand identity.

3. **Teamwork:**

- ability to work in a group on brand-related mini-projects;
- collaboration during idea discussions and joint problem-solving.

4. **Analytical Thinking:**

- analysis of simple brand examples;
- ability to identify key brand elements and understand their role.

5. **Presentation Skills:**

- ability to structure and present project results;
- short presentations explaining a brand or branding idea.

6. **Digital Literacy:**

- basic use of online tools for creating visual brand elements (Canva, Figma, Google Slides, etc.).

7. **Flexibility and Adaptability:**

- readiness to adjust ideas and adapt solutions to the market or target audience;
- openness to feedback.

4. Structure of the Educational Component

Titles of Content Modules and Topics	Total	Lect.	Pract. (Sem.)	Self-study	Cons.	Form of Assessment*/ Points
Content Module 1. Fundamentals of Brand and Company Branding						
Topic 1. The Concept of a Brand and the Basics of Branding.	26	2	2	20	2	DS/5
Topic 2. Structure and Elements of a Company Brand.	28	2	4	20	2	DS/5
Topic 3. Brand Positioning and Target Audience.	28	2	4	20	2	DS/5; PC/CS/15
Total for the module 1	82	6	10	60	6	30
Content Module 2. The Process of Creating and Developing a Company Brand						
Topic 4. The Process of Creating a Company Brand.	40	2	6	30	2	DS/5; SGW/15
Topic 5. Emotional Branding and Current Trends.	28	2	4	20	2	DS/5; R/15
Total for the Module 2	68	4	10	50	4	40
Types of Final Assignments:						
Individual Research Assignment (IRA)						30
Total Hours / Points	150	10	20	110	10	100

Form of Assessment*: DS – discussion, DB – debate, T – tests, TR – training session, PS/CS – problem-solving / case study, IRA/ISW – Individual Research Assignment / Individual Student Work, SGW – small-group work, MTA/TA – module test assignment / test assignment, R – report (essay) as well as analytical memo, analytical essay, literary analysis, etc.

5. Self-Study Assignments**

1. Analyze the visual style of the Coca-Cola brand: describe which key elements (colors, font, shape, symbols) make the brand recognizable and how they are used in different countries.

2. Explain the popularity of the Adidas brand among young people: identify which values and ideas the brand conveys and why it attracts younger consumers.

3. Examine changes in the McDonald's brand in recent years: describe which brand elements were updated (interior, style, advertising messages) and why these changes may have been important.

4. Analyze the social media communications of the Netflix brand: evaluate how the brand engages its audience, what types of content it uses, and why it appears "friendly" to users.

5. Explore how Samsung's branding helps the company compete in the smartphone market: describe how the brand conveys innovation and which elements differentiate it from competitors.

6. Analyze the brand image of Pepsi: describe which emotions and associations the brand evokes and what makes it different from competitors.

7. Examine the use of colors in Monobank's branding: explain how the corporate color palette and visual style help the company attract a young audience.

8. Analyze how the Zara brand presents new collections online: evaluate the photography style, product presentation, and how these elements shape the brand's character.

9. Explain how Roshen's branding influences product recognition: analyze packaging, colors, style, and why the brand appears "warm" and "festive."

10. Review the branding communications of Bolt (taxi/delivery): evaluate how the company creates a sense of speed, convenience, and accessibility in its messaging and design.

11. Analyze the Lush brand and its approach to eco-friendliness: explain how the company uses naturalness and minimal packaging as part of its branding.

12. Examine how YouTube positions itself among other platforms: describe how its logo, interface, and communication style contribute to brand identity.

13. Analyze the visual style of the Nova Poshta brand: consider how brand elements convey speed, reliability, and accessibility.

14. Review the branding of Eva (retail chain): analyze how colors, store atmosphere, and promotional materials create a "friendly" and "home-like" brand image.

15. Explain how Disney creates emotions through its brands: describe which elements (music, characters, stories) shape its recognizable identity and why it is associated with magic and fairy tales.

**If desired, the student may choose any other brand for analysis as part of the assignment.

IV. ASSESSMENT POLICY

Attendance Policy:

Class attendance is a mandatory component of the assessment and is subject to scoring. In justified cases (e.g., illness, international internship, participation in academic events, etc.), students may attend classes online during this period upon agreement with the instructor and the Dean of the Faculty.

Academic Integrity Policy:

All written assignments are checked for plagiarism and may be accepted for evaluation only if the amount of properly cited textual borrowings does not exceed 20%. Cheating during continuous assessment or tests (including the use of mobile devices) is strictly prohibited and such work will not be credited. The use of AI tools is permitted only with proper citation of the source.

Deadlines and Resubmission Policy:

Assignments submitted after the deadline without valid reasons will receive a reduced grade. The resubmission of seminar topics, continuous-assessment tasks, or test assignments is allowed only in the presence of valid reasons (e.g., medical certificate).

Students also have the right to recognition of learning outcomes acquired through **formal, non-formal, and/or informal education.**(https://hell.your-objectstorage.com/vnustorage/s3fs-public/inline-files/%2B2024_%D0%92%D0%B8%D0%B7%D0%BD%D0%B0%D0%BD%D0%BD%D1%8F_%D1%80%D0%B5%D0%B7%D1%83%D0%BB_%D1%82%D0%B0%D1%82%D0%B2_%D0%92%D0%9D%D0%A3_i%D0%BC._%D0%9B.%D0%A3._%D1%80%D0%B5%D0%B4.pdf).

Opportunity to Obtain Additional (Bonus) Points:

Students may receive bonus points for demonstrating initiative, academic engagement, and a creative approach to mastering the course material. This may include participation in academic events, preparation of analytical or visual materials, completion of optional assignments, active involvement in discussions, and creating content related to the topic of corporate social responsibility.

V. FINAL ASSESSMENT

A semester credit is a form of final assessment that consists in evaluating the student's mastery of the course material based on the results of all types of planned academic work completed during the semester.

The credit is awarded on the basis of continuous assessment, provided that the student has completed all types of coursework specified in the syllabus of the educational component. If a student misses certain in-class sessions for valid reasons, they have the right to make up the missed work during consultations and receive the points allocated for the missed topics. On the date of the final credit, the total number of points earned during continuous assessment (on a 0–100-point scale) is entered into the grade record.

If the student earns fewer than 60 points during continuous assessment, they must take the final credit as part of the academic debt elimination process. In this case, all points accumulated during continuous assessment are annulled. The maximum number of points that can be earned during the credit taken for academic debt elimination is usually 100.

On the day of the scheduled final credit within the regular examination session, no additional questioning of the student is allowed, and the student may not submit any additional assignments or coursework required by the syllabus of the

educational component.

Questions for the Final Credit:

8. What is a brand and why does a company need it?
9. What are the main elements of a company brand? (name, logo, colors, slogan, etc.)
10. What does the term “visual brand identity” mean?
11. How do emotions influence consumer perception of a brand?
12. What is a brand’s target audience?
13. What does brand positioning mean in the market?
14. What steps are involved in the process of creating a company brand?
15. Why is brand recognition important?
16. How do social media platforms help develop a brand?
17. Give an example of a modern branding trend (minimalism, personalization, storytelling, etc.).
18. What mistakes can harm a company’s brand?
19. How does a strong brand differ from a weak one?
20. What role does a logo play in branding?
21. How can a brand name be chosen for a new product or company?
22. Why is it important for brands to maintain a consistent visual style in their communications?

VI. GRADING SCALE

Grade (Points)	Linguistic Grade
90–100	Pass
82–89	
75–81	
67–74	
60–66	
1–59	Fail (re-assessment required)

VI. RECOMMENDED LITERATURE

1. Бренд-менеджмент у сучасному бізнесі : навчальний посібник / упорядник О. М. Марченко. Львів : Львівський державний університет внутрішніх справ, 2023. 268 с. URL: http://digpub.chite.edu.ua/books/menedgment/36_Marchenko_brand%20management.pdf.
2. Васильченко М. Брендинг – що таке бренд, з чого складається, як створити. *Go IT* : веб-сайт. URL: <https://surli.li/naechx>.
3. Теорія Юнга: 12 архетипів брендів та їхні особливості. *Laba* : веб-сайт. URL: <https://surli.cc/dednrj>.

4. Best Global Brands Methodology. *Interbrand* : website. URL: <https://interbrand.com/thinking/best-global-brands-methodology/>.
5. Branding. *American Marketing Association* : website. URL: <https://www.ama.org/topics/brand-and-branding/>.
6. Brand Finance Global 500 2024 report. *Brand Finance* : website. URL: <https://brandfinance.com/insights/global-500-2024-report>.
7. BrandZ. *Kantar* : website. URL: <https://www.kantar.com/uki/Solutions/Brand-Growth/Brand-Strategy/BrandZ>.
8. Haigh R. How We Value the Brands in Our Annual Rankings. *Brand Finance* : website. URL: <https://brandfinance.com/insights/methodology-brands-annual-rankings>.
9. Houraghan S. Brand Archetypes: The Definitive Guide [36 Examples]. *ICONIC FOX* : website. URL: <https://iconicfox.com.au/brand-archetypes/>.
10. Kantar BrandZ. 2024 Most Valuable Global Brand. *Kantar* : website. URL: <https://www.kantar.com/nl/Campaigns/most-valuable-global-brands-2024>.
11. Kantar BrandZ. 2025 Most Valuable Global Brand. *Kantar* : website. URL: <https://www.kantar.com/campaigns/brandz/global>.
12. Keller K. L., Swaminathan V. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 5th ed. Harlow: Pearson Education, 2020. 622 p. URL: https://www.academia.edu/114717131/Strategic_Brand_Management_5E_2020
13. Maidment A. Brand Archetypes. *MARCH* : website. URL: <https://marchbranding.com/design-insight/brand-archetypes>.
14. Mitchuk, Olha and Fayvishenko, D. and Lorvi, I. and Konopliannykova, M. and Chernobrovkina, S. and Sytnyk, O. Communication Strategies of Brand Management and Online Marketing of Digital Products. *Economic Affairs*, 68 (01s). 2023. pp. 289-298. DOI: 10.46852/0424-2513.1s.2023.31.
15. Oppelt J. What is Brand Architecture? Definition, Models, and Examples. *The Branding Journal* : website. URL: <https://www.thebrandingjournal.com/2022/01/brand-architecture/>.
16. Schribman M. The Power Of Brand Management: Unlocking Success In The Modern Business Landscape. *Forbes* : website. URL: <https://www.forbes.com/councils/forbesbusinesscouncil/2023/07/27/the-power-of-brand-management-unlocking-success-in-the-modern-business-landscape/>.
17. What is Branding? A deep dive with Marty Neumeier. *thefutur* : website. URL: <https://www.thefutur.com/content/what-is-branding-deep-dive-marty-neumeier>.
18. What is brand management? Benefits, examples, and strategies. *Frontify* : website. URL: <https://www.frontify.com/en/guide/brand-management>.
19. World Intellectual Property Report «Brands – Reputation and Image in the Global Marketplace». WIPO Economics & Statistics Series. *WIPO* : web-site. URL: file:///C:/Users/user/Downloads/wipo_pub_944_2013.pdf.
20. 100 Best Global Brands. *Interbrand* : website. URL: <https://interbrand.com/best-global-brands/>.

21. Кицюк І. В. Менеджмент та маркетинг підприємств в умовах глобальних викликів для сталого розвитку. *Економічні стратегії в аспекті управлінського розвитку*: збірник тез наукових робіт учасників Всеукраїнської науково-практичної конференції, 22 січня 2022 р. / ГО «Центр економічних досліджень та розвитку». О.: ЦЕДР, 2022. 96 с. С 11–15.

22. Кицюк І. В., Пащук А. С. Бренд-менеджмент у міжнародному бізнесі. *Актуальні проблеми розвитку природничих та гуманітарних наук* : збірник матеріалів VI Міжнар. наук.практ. конф. (11 листопада 2022 р.) / відп. ред. Голуб Г.С., Зінченко М. О. Луцьк, 2022. 500 с. С. 450–451.

23. Кицюк І. В. Роль корпоративної соціальної відповідальності в розвитку маркетингової діяльності підприємства. *Комунікативні маркетингові стратегії в умовах обмеженого бюджету* : матеріали всеукраїнського науково-педагогічного підвищення кваліфікації, 28 листопада – 8 січня 2023 року. Одеса : Видавничий дім «Гельветика», 2023. 44 с. С. 25–27.