

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

SYLLABUS
of selective educational component
“BRAND MANAGEMENT”
for bachelor study program

Educational component syllabus “Brand Management” for preparation of bachelors.

Developer: Viktoriia Horbach, Associate Professor of the Department of International Economic Relations, Doctor of Philosophy (PhD) in Economics, Andrii Boiar, Head of the Department of International Economic Relations, Doctor of Economics, Professor.

Agreed

Guarantor of the educational and professional program:



(signature) (A. O. Boiar)

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



Head of the Department: (Boiar A. O.)

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I. Description of the educational component

Name of indicators	Field of knowledge, specialty, educational and professional program, level of higher education	Characteristic educational component
Full-time (full-time) form of education	Field of knowledge C «Social sciences, journalism, information and international relations», specialty C1 «Economics and International economic relations (by specialization)», specialization “International economic relations”, EPP "International Activities of Companies and Institutions", first (bachelor's) level of higher education	Selective
Number of hours/credits 150/5		Academic year – 2
		Semester 4
		Lectures – 10 hours.
		Practical (seminar) – 20 hours.
INDT: yes		Independent work – 110 hours.
		Consultations – 10 hours.
		Form of control: pass or fail
Language of instruction		Ukrainian or English (choice during registration)

II. Information about the teacher(s)

NAME: Viktoriiia Horbach

Academic degree: Doctor of Philosophy (PhD) in Economics

Academic title: =

Position: Associate Professor of the Department of International Economic Relations

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Class days: <http://surl.li/shvned>

III. Description of the educational component

1. Course abstract.

The educational component "Brand Management" is aimed at forming in higher education students a systematic understanding of the brand as a strategic intangible asset and an object of management in modern market economy conditions. The course covers the theoretical and conceptual foundations of brand management, the process of forming brand identity, positioning principles, building brand architecture, strategic brand development, communication aspects and features of brand management in the digital environment. Special attention is paid to combining theoretical provisions with practical management solutions, analyzing modern branding trends and developing

analytical and strategic thinking of students.

2. The purpose and objectives of the educational component.

The purpose of the educational component is to form in higher education students a holistic vision of brand management as a component of strategic enterprise management, as well as to acquire the ability to justify and make management decisions regarding the formation, positioning, development and protection of brands in a competitive environment.

Objectives of the academic discipline: 1). familiarizing applicants with the theoretical foundations and conceptual apparatus of brand management; 2). forming an understanding of the role of the brand in the interaction between the manufacturer and the consumer; 3). studying approaches to forming brand identity and attributes; 4). mastering the principles and strategies of brand positioning; 5). mastering the basics of building a brand architecture and managing a brand portfolio; 6). analyzing brand development strategies and forming brand equity; 7). studying brand communications tools and integrated marketing communications; 8). familiarizing with the features of Internet branding and legal aspects of brand protection; 9). developing analytical and strategic thinking skills in the field of brand management.

3. Soft skills (competences) :

- carry out a comprehensive analysis of the brand and brand environment, in particular, interpret market, consumer and communication data, analyze brand positions in the market, identify trends, competitive advantages and brand development risks;
- think critically and formulate well-reasoned conclusions and management proposals in the field of brand management, justify decisions regarding the formation, positioning and development of a brand based on theoretical concepts, analytical materials, comparative analysis and case method;
- effectively present the results of analytical and research work in the field of brand management, prepare structured reports and presentations, participate in professional discussions, ask questions correctly, defend one's own position with arguments, and adhere to the principles of academic ethics;

4. Structure of the educational component.

Names of content modules and topics	Total	Lect.	Sem.	Self-study	Cons.	Form of control/ Max points
Content module 1. Theoretical and conceptual foundations of brand management						
Topic 1. Brand management in the modern economy	13	1	2	10	-	DS/5
Topic 2. Conceptual framework of brand management	13	1	2	10	-	DS/5
Topic 3. The role of the brand in the interaction between the producer and the consumer	13	1	2	10	-	DS/5
Topic 4. Core attributes and brand identity	13	1	2	10	-	DS/5
Topic 5. Brand design and modeling	13	1	2	10	-	DS/5
Total by module 1	65	5	10	50	-	25
Content module 2. Strategic and applied brand management						
Topic 6. Brand positioning	17	1	2	12	2	DS/5
Topic 7. Brand architecture and brand portfolio management	17	1	2	12	2	DS/5

Topic 8. Strategic brand management and brand development	17	1	2	12	2	DS/5
Topic 9. Communications in brand management	17	1	2	12	2	DS/5
Topic 10. Internet branding and brand protection	17	1	2	12	2	DS/5
Total by module 2	85	5	10	60	10	25
Types of final works						
Test (test)						T/30
INDT						INDT/20
Total hours/Points	150	10	20	110	10	100

* Form of control: DS – discussion, T – tests, INDT – individual task.

5. Tasks for independent study.

1	Preparation for the discussion (seminar) and test on the topic "Brand as a strategic intangible asset: why the value of a brand often exceeds the value of a company's tangible resources."
2	Preparation for the discussion and test on the topic "Brand between marketing and law: how legal protection and consumer perception shape brand value."
3	Preparation for the discussion and test on the topic "Brand as a mechanism for trust and reducing uncertainty in consumer choice."
4	Preparation for the discussion and test on the topic "Brand Identity as a Holistic System: From Visual Symbols to Company Values and Behavior."
5	Preparation for the discussion and test on the topic "Brand models as a strategic management tool: how companies "design" brand perceptions."
6	Preparation for the discussion and test on the topic "The place of the brand in the consumer's mind as an object of strategic management."
7	Preparation for the discussion and test on the topic "Brand Architecture as a Strategic Choice: How Companies Manage Multiple Brands Simultaneously."
8	Preparation for the discussion and test on the topic "Strategic limits of brand growth in a dynamic market."
9	Preparation for the discussion and test on the topic "Brand communication integrity in multi-channel interaction."
10	Preparation for the discussion and test on the topic "Brand in the digital environment: growth opportunities and threats of losing control over reputation."
11	Implementation of the INDT "Develop a brand concept (own, new or existing) in the selected field of activity with justification of key decisions on its management, in particular, determine the target audience, form the brand identity, justify its positioning, propose a basic model of brand architecture (if necessary) and outline the main directions of communications and prospects for brand development in the market based on the study of scientific and educational sources on brand management."

IV. Evaluation Policy

Mandatory compliance with the norms of the Code of Academic Integrity of the University (<http://surl.li/aagxg>) during the study process. Written work-up of seminars missed for a good reason is allowed in absentia. The maximum number of allowed absences without a good reason is 2. It is possible to enroll the results of formal or informal education as separate topics or content modules of the course in accordance with the Regulations of the University of 08/29/2024 (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 50 points for participating in discussions during seminar classes (up to 5 points for each topic) (Module 1);
 - up to 20 points for completing the INDT (Module 2);
 - up to 30 points – test (electronic testing) on all course topics (see list of questions below) (Module 3).
- The minimum required score for successful completion of the course is 60 points.

Module 1 – participation in seminars (max = 50 points)										Module 2	Module 3	Max sum
Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Test	INDT	
Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Sem 9	Sem 10			
5	5	5	5	5	5	5	5	5	5	30	20	100

V. Final control

The form of final control is a pass or fail credit. A credit is issued to the applicant automatically if he has completed all types of work provided for by the syllabus of the educational component and received 60 or more points. The applicant may additionally take the topics that he missed during the semester (for good reasons) in consultation with the teacher or write by hand, thus improving his result by exactly the amount of points that were allocated for the missed topics. If the applicant scored less than 60 points, he takes a credit during the liquidation of academic debt. In this case, the points scored during the current assessment are canceled. The maximum number of points during the elimination of academic debt from the credit is 100. Retaking the credit is allowed no more than twice for each educational component: once - to the teacher, the second time - to the commission created by the dean of the faculty (see the Regulations on the current and final assessment of knowledge of applicants of Lesya Ukrainka University - <http://surl.li/ddfha>).

For applicants for the EPP in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation", the conversion of points to a 200-point scale is carried out by multiplying the points of the 100-point scale by 2.

Questions to prepare for the final test

1. The essence and content of brand management.
2. The evolution of branding as a management concept.
3. The main stages of brand development in the global economy.
4. The role of brands in a competitive environment.
5. Brand as an intangible asset of an enterprise.
6. Brand functions in modern marketing.
7. The impact of globalization on brand development.
8. Features of brand management in the digital economy.
9. The importance of branding for the strategic development of a company.
10. The concept of "brand" in marketing theory.
11. The essence of the concept of "trademark".
12. The concept of "trademark" and its legal meaning.
13. Differences between a brand and a trademark.
14. Differences between a brand and a trademark.
15. Marketing and legal approaches to the brand.
16. Brand as a product identification system.
17. Consumer perception of the brand.
18. The importance of terminological clarity in brand management.
19. The social role of brands in modern society.
20. The economic importance of brands for businesses.
21. Brand benefits for the manufacturer.
22. Brand benefits for the consumer.
23. Brand as a factor in building trust.

24. The influence of the brand on consumer behavior.
25. Brand as a carrier of values and symbols.
26. Brand and consumer loyalty.
27. The role of the brand in shaping a company's reputation.
28. The concept of brand identity.
29. Brand identity structure.
30. Brand associations and their meaning.
31. The concept of "brand power".
32. The concept of "brand soul".
33. Key brand attributes.
34. Functional and emotional brand attributes.
35. The relationship between brand attributes and values.
36. The importance of identity for brand management.
37. The concept of a brand model.
38. Main types of brand models.
39. The process of brand formation.
40. Building a brand identity.
41. The relationship between brand identity and image.
42. Brand image: essence and meaning.
43. The role of the consumer in shaping the brand image.
44. A brand as a system of interconnected elements.
45. Management decisions in the process of building a brand.
46. The essence of brand positioning.
47. Basic principles of positioning.
48. The process of brand positioning.
49. The role of positioning in competition.
50. Brand positioning strategies.
51. Positioning by benefits and values.
52. Consumer positioning.
53. Positioning according to competitors.
54. Mistakes in brand positioning.
55. The concept of brand architecture.
56. Brand architecture tasks.
57. Basic models of brand architecture.
58. Monobrand strategy.
59. Multi-brand strategy.
60. Corporate brand and product brands.
61. Stages of brand architecture development.
62. Brand portfolio management.
63. Risks and benefits of different brand architecture models.
64. The essence of strategic brand management.
65. The concept of brand development.
66. Brand extension: content and forms.
67. Brand stretching and its consequences.
68. Brand equity.
69. Components of brand equity.
70. The value of brand equity for a company.
71. International branding strategies.
72. Brand adaptation to international markets.
73. The essence of brand communications.
74. Integrated marketing communications.
75. ATL brand communications technologies.

76. BTL brand communications technologies.
77. TTL approach in brand communications.
78. The role of advertising in brand formation.
79. Managing brand communication policy.
80. Evaluating the effectiveness of brand communications.
81. Consistency of communications and brand identity.
82. The Internet as a branding medium.
83. Features of Internet branding.
84. Basic tools for online brand promotion.
85. Branding on social networks.
86. Legal basis for brand protection.
87. Trademark registration.
88. International agreements in the field of brand protection.
89. Unfair competition against the brand.
90. Methods for preventing brand infringement.

Rating scale

Grade in points	Linguistic assessment
90–100	Pass
82–89	
75–81	
67–74	
60–66	
0–59	Fail (retake required)

Scale for assessing knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation"

Grade in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

VI. Recommended literature and internet resources

Main literature:

1. Brand management in modern business: a textbook / compiled by O.M. Marchenko. Lviv: Lviv State University of Internal Affairs, 2023. 268 p.
2. Brand management: lecture notes: a textbook for students of the first (bachelor's) level of specialty 073 "Management" / Igor Sikorsky Kyiv Polytechnic Institute; compiled by: K.O. Kuznetsova. Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2020. 76 p. URL: https://ela.kpi.ua/bitstream/123456789/34765/1/Brandmanagement_Konspekt.pdf =
3. Dergousova A. O., Syvolovska O. V., Mkrtychyan O. M. Brand Management: Lecture Notes. Kharkiv: UkrDUZT, 2022. 98 p. URL: <http://lib.kart.edu.ua/bitstream/123456789/11465/1/%D0%9A%D0%BE%D0%BD%D1%81%D0%BF%D0%B5%D0%BA%D1%82%20%D0%BB%D0%B5%D0%BA%D1%86%D1%96%D0%B9.pdf>

Supporting literature:

4. On the Protection of Economic Competition: Law of Ukraine dated 11.01.2001 No. 2210-III. URL: <https://zakon1.rada.gov.ua/laws/show/2210-14>
5. On Protection Against Unfair Competition: Law of Ukraine No. 236/96-BP dated 07.06.1996. URL: <https://zakon.rada.gov.ua/laws/show/236/96-bp>
6. On the Protection of Rights to Trademarks for Goods and Services: Law of Ukraine No. 3689-XII of 15.12.1993. URL: <https://zakon.rada.gov.ua/laws/show/3689-12>
7. Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks of June 15, 1957, revised at Stockholm on July 14, 1967 and at Geneva on May 13, 1977 and amended on September 28, 1979: UN; Agreement, International Instrument of June 15, 1957. URL: https://zakon.rada.gov.ua/laws/show/995_066
8. Paris Convention for the Protection of Industrial Property of March 20, 1883: League of Nations; Convention, International Document of March 20, 1883. Entry into force for Ukraine of the international treaty of December 25, 1991. URL: https://zakon.rada.gov.ua/laws/show/995_123
9. Madrid Agreement Concerning the International Registration of Marks of April 14, 1891: Spain; Agreement, Instruction, International Document of April 14, 1891. Entry into force for Ukraine of the international treaty of December 25, 1991. URL: https://zakon.rada.gov.ua/laws/show/995_134
10. Stelzner M. 2020 Social Media Marketing Industry Report. How Marketers Are Using Social Media to Grow Their Businesses. Social media examiner, 2020. 42
11. Dergousova A. O., Syvolovska O. V., Mkrtychyan O. M. Formation of a brand management strategy in the field of educational services. Effective Economy. 2022. No. 2. URL: <http://www.economy.nayka.com.ua/?op=1&z=10017>
12. Pedrosa L. Flexible brands. Capture customers, stimulate growth and stand out in the market: trans. from English. Kyiv: Yakaboo Publishing, 2021. 272 p.
13. Rawls D. Digital branding / trans. from English. K. Derevyanko. Kharkiv: Publishing house "Fabula", 2020. 256 p.

Electronic resources:

1. Logos with hidden meaning: a test of attentiveness. URL: <https://mgn.com.ua/uk/logotypy-so-skrytym-smyslom-test-na-vnimatelnost/>
2. Mistakes of brand managers. URL: <https://koloro.ua/ua/blog/brendingi-marketing/oshibki-brend-menedzherov.html>
3. Brand "Ukraine" / Positioning of the Ukrainian state abroad. URL: <http://brandukraine.org>
4. IDS "International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification). Ninth Edition" URL: <http://212.82.216.37/mktp9>.
5. 100 most expensive brands in the world in 2025 — infographic. URL: <https://scroll.media/2025/05/19/100-najdorozhchyyh-brendiv-svitu-u-2025-roczy-infografika/>
6. Library named after V.I. Vernadsky. URL: <http://www.nbu.gov.ua/>
7. Library named after V.G. Korolenko. URL: <http://korolenko.kharkov.com/>
8. M. Maksymovych Scientific Library of Taras Shevchenko National University of Kyiv. URL: <http://www.library.univ.kiev.ua/ukr/title4.php3>
9. Scientific Library of the National University of Kyiv-Mohyla Academy. URL: <https://library.ukma.edu.ua/>