

| <b>Discipline</b>  | <b>Optional discipline № 11.2<br/>«Company Branding»</b>   |
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| Degree of higher education                                       | Bachelor   |
| Name of specialty / study programme                              | International Economic Relations / International Business  |
| Mode of study  | Full-time  |
| Year of studies, semester, duration                              | 4 year, 8 semester, one-semester   |
| Semester control   | Pass/fail test   |
| Number of hours (lectures and seminars), credits                 | 150 (10/14), 5 credits   |
| Language   | English  |
| Department in charge   | International Economic Relations and Project Management  |
| Author of the discipline   | Iryna Kytsyuk  |
| <b>Short description</b>   |  |
| Prerequisites  | Fundamentals of economic theory, international law, and international business.  |
| What will be studied?  | Theoretical and practical bases of brand management of enterprises.  |
| Why is it interesting and should be learnt?                      | At the present stage of the global business environment development, brand-management is a specific function of corporate governance and an important tool of enterprise competition. Therefore, the development of key competencies in the field of enterprise brand creation and management, as well as the formation of a comprehensive understanding of methods and strategies of company's brand-management, mastery of analysis skills, ability to make effective strategic and tactical decisions in the sphere of brand-management is useful and interesting.  |
| What can be learnt? (study results)                              | Master the essence of the brand of enterprises, its structure, key characteristics and understanding of the model of brand-management of the enterprise at the present stage; use the mechanisms and tools of enterprise's brand-management; analyze the main features of company's brand-management; master approaches to developing a set of enterprise's brand-management strategies.   |
| How can the acquired knowledge and skills (competences) be used? | Skillfully analyze the brand of the enterprise using the main categories, concepts, terms; apply in practice the strategies and tactics of enterprise's brand-management; analyze the brand of the enterprise through the prism of its main elements; analyze the individuality of the company's brand, segmentation and the state of brand positioning; evaluate brand development in space and time.   |
| Suggested readings   | <ol style="list-style-type: none"> <li>1. Keller, K.L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. Pearson Education Limited, 591 p.</li> <li>2. Boyar, A.O. and Fedoniuk, S.V. (eds.) (2020). European Union: textbook. Kyiv: FOP Maslakov, 600 p. – pp. 134–147 (in Ukrainian).</li> <li>3. Kytsyuk, I. (2020). Development of Corporate Governance in Ukraine: Legislation and Practices. Corporate Governance in Central Europe and Russia: Framework, Dynamics, and Case Studies from Practice. CSR, Sustainability, Ethics&amp;Governance / ed. by M. Aluchna et al. Springer Nature Switzerland AG. 285 p. – pp. 219–240.</li> </ol> |

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|  | <p>4. Kytsyuk, I.V. (2020). Corporate social responsibility and competitive advantages of business in the global economic environment. Scientific and Production Magazine “State and Regions”. Series: Economics and Entrepreneurship. Classical Private University, № 2 (113), pp. 15–20 (in Ukrainian).</p> <p>5. Kytsyuk, I.V. and Pavlikha, N.V. (2014). Management of the national economy's competitiveness : regional dimension: monograph – Lutsk: Vezha-Druk, 188 p. – pp. 188 (in Ukrainian).</p> |
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