

Опис освітнього компонента вільного вибору

Educational component	Selective educational component 6.1 « <u>Brand-Management</u> »
Degree of higher education	Master
Name of specialty / educational and professional program	292 International Economic Relations / International Economic Relations
Mode of study	Full-time
Year of studies, semester, duration	2 (3 semester), 4 credits ECTS
Semester control	Credit
Number of hours (lectures and seminars)	120 (10/14)
Language	English
Department	International Economic Relations and Project Management
Author of the selective educational component	PhD in Economics, Associate Professor of the Department of International Economic Relations and Project Management Iryna Kytsyuk
Short description	
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