

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Department of Management Marketing
1.4 Field of study	Management
1.5 Cycle of study	Cycle II – Master
1.6 Program of study /Degree	Advanced Management/Master Degree

2. Information regarding the discipline

2.1 Name of discipline	Brand Management						
2.2 Course titleholder	Oana-Maria SECARĂ, Lecturer Ph.D.						
2.3 Seminar titleholder	Oana-Maria SECARĂ, Lecturer Ph.D..						
2.4 Year of study	I	2.5 Semester	2	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					72
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					28
Preparing seminars/laboratories, themes, projects, portfolios and essays					10
Tutorship					4
Assessment activities					2
Other activities.....					-
3.7 Total hours of individual study	72				
3.9 Total hours/semester	100				
3.10 Number of credits	4				

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard, computer, internet acces
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, computer, internet acce

6. Specific skills acquired

Professional skills	<p>C1.1 Defining concepts, methods, techniques and tools of brand management;</p> <p>C1.2 Explaining the concepts, methods, techniques and tools of brand management;</p> <p>C1.3 Application methods, techniques and tools specific in brand management ;</p> <p>C3.1 Defining the organization's environment , identify and describe its main variables;.</p> <p>C3.2 Interpretation impact on the work environment variables organization;</p> <p>C3.3 Identification and selection factors influencing the functioning of the organization.</p> <p>C5.1, C5.5</p>
Transversal Skills	<p>CT1 Applying the principles, norms and values ethics in their strategy of rigorous, efficient and responsible work</p> <p>CT2 Identifying the roles and responsibilities in a multi specialised team and application of techniques and effective working relationships within the team</p>

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> • To teach students how to develop brand management programs. • To create a brand management • Students will understand brand management in respect to business, schools, home, education, and virtual reality; • Knowledge and understanding by students of the concept and methods and tools and language specific to trademarks and industrial to work with them in specific areas.
7.2 Specific objectives	<ul style="list-style-type: none"> • To formulate a working definition of brand management; • To demonstrate competence in using brand management; • Formation of skills and abilities and skills to design branding and brand creative and effective and applicable in the field of brand management • Develop skills of critical analysis interpretive concepts, theories , models and methods aimed at branding used in the field, with a view to developing creative approaches and to formulate viable solutions to the economic unit in order to increase efficiency .

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Introduction in Brand management	Lecture, debate, deduction, interaction, illustration	2 h
8.1.2. Brand and trademark		2 h
8.1.3. Brand loyalty		2 h
8.1.4. Brand recognition		2 h
8.1.5. Brand associations		2 h
8.1.6. Logo, name, slogan		2 h
8.1.7. Brand extensions		2 h
8.1.8. Copying brands		2 h
8.1.9. Positioning decision		2 h
8.1.10. Rebranding- Brand revitalization		2 h
8.1.11. Global branding		2 h
8.1.12. Successes brands		2 h
8.1.13. Brand strategies		2 h
8.1.14. Brand management development		2 h
Bibliography 1. AAKER, D.A., - "Brand Portfolio Strategy" -,Publisher Brandbuilders, București, 2006; 2. AAKER, D.A., - "Capital brand management" -, Publisher Brandbuilders, București, 2005; 3. HAIG, M., - "Great successes of famous brands", Publisher Meteor Business, București, 2009; 4. KLEIN; N., -" No logo: tyranny marks", Publisher Comunicare.ro, București, 2006; 5. KOTLER, Ph. - "Marketing management", Publisher Teora, București, 1997; 6. McEVEN, W.J., -" Brand Strength", Publisher Alfa, București, 2008;		

7. OLINS, W., -"Branding manual", Publisher Vellant, București, 2009;		
8. OLINS, W., "About brand ", Publisher Comunicare.ro, București, 2006;		
9. RIES, Al – " The 22 Immutable Laws of Branding" -, Publisher Brandbuilders, București, 2003.		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Brand portofolio	Applications, examples, workshop, authoring, interaction	
8.2.2. Brand equity		
8.2.3. Brand loyalty evaluation		
8.2.4. Perceived Brand quality		
8.2.5 . Measuring Brand associations		
8.2.6. Personal branding		
8.2.7. Brand management problems		
Bibliography:		
1. AAKER, D.A., - "Brand Portfolio Strategy" -,Publisher Brandbuilders, București, 2006;		
2. AAKER, D.A., - "Capital brand management" -, Publisher Brandbuilders, București, 2005;		
3. HAIG, M., - "Great successes of famous brands", Publisher Meteor Business, București, 2009;		
4. KLEIN; N., -" No logo: tyranny marks", Publisher Comunicare.ro, București, 2006;		
5. KOTLER, Ph. - "Marketing management", Publisher Teora, București, 1997;		
6. McEVEN, W.J., -" Brand Strength", Publisher Alfa, București, 2008;		
7. OLINS, W., -"Branding manual", Publisher Vellant, București, 2009;		
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9. RIES, Al – " The 22 Immutable Laws of Branding" -, Publisher Brandbuilders, București, 2003;		

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

<ul style="list-style-type: none"> • Drive customer loyalty by applying economic and financial strategies specific brand • What does feels like brand loyalty in the auto segment , or otherwise chosen segment? • How to determine whether investments in social media marketing are effective • How is a country brand determinated

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Attendance and active participation, Test	Exam evaluation	50%
10.5 Seminar (S)	Project	Presentation evaluation	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> • Attendance at minimum half of course hours • Attendance at minimum half of seminar hours • Do the project and obtain half of the points at the evaluation 			

Date

26.09.2019

Course titleholder:

Lecturer Ph.D Oana-Maria SECARĂ

E-mail address: osecara@gmail.com

Seminar titleholder:

Lecturer Ph.D Oana-Maria SECARĂ

E-mail address: osecara@gmail.com

Director of Department,

Associate professor Maria-Madela ABRUDAN , PhD

**Date of approval in
the Department:**

27.09.2019

Contact data¹:

University of Oradea, Faculty of Economic Sciences, Department of International Businesses
Universității 1, Building Corp F, floor 1, room F206

Zip code 410087, Oradea, Bihor, Romania

Tel.: 0259-408401;

E-mail: steconomice@uoradea.ro

Web page: <http://steconomiceuoradea.ro>

Dean,

Professor habil. PhD. Alina BĂDULESCU

**Date of approval in
The Council of the
Faculty of
Economic Sciences:**

30.09.2019

Contact data²:

University of Oradea, Faculty of Economic Sciences, Department of International Businesses
Universității 1

Zip code 410087, Oradea, Bihor, Romania

Tel.: 0259-408109; Fax: 0259-408409

E-mail: steconomice@uoradea.ro

Web page: <http://steconomiceuoradea.ro>

¹ State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

² State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*