

PRC428 Brand Management and Content Marketing Communications

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| Course Title | Brand Management and Content Marketing Communications | | | | |
| Course Code | PRC428 | | | | |
| Course Type | Obligatory | | | | |
| Level | BA | | | | |
| Year / Semester | 4/Fall | | | | |
| Teacher's Name | Dr Danae Harmandas / Dr Evie Lambrou | | | | |
| ECTS | 6 | Lectures / week | 2 | Laboratories / week | 1 |
| Course Purpose and Objectives | This course aims to develop a deep understanding on the fundamental decisions relating to brand management. It focuses on providing students with the skills and knowledge required to develop and execute a successful brand strategy by applying relevant strategies and considering brand equity as their driving force. | | | | |
| Learning Outcomes | <ul style="list-style-type: none"> • Identify the Brand Management components. • Design, implement and evaluate Branding strategies. • Identify the importance and outcomes of brand equity • Understand the fundamentals of content marketing and use content effectively. • Design a content marketing strategy • Create and curate compelling content using tools and techniques including content personalization and brand storytelling | | | | |
| Prerequisites | None | Required | None | | |
| Course Content | <ul style="list-style-type: none"> • Brands and Brand . • Customer-based brand equity • Brand Positioning Establishing Brand Positioning Positioning Guidelines Internal Branding Brand Audits • Designing marketing programmes to build brand equity • The New Media Environment Marketing Communication Options • Developing a Brand Equity Measurement & Management System • Designing and Implementing Branding Strategies Brand Architecture • Content Marketing Concepts and Strategy Content marketing • Developing a Content Marketing Plan • Creating and Curating Content | | | | |
| Teaching Methodology | <ul style="list-style-type: none"> • Lectures - theory • Case Studies | | | | |

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| | <ul style="list-style-type: none"> • Use of ppt • Laboratory exercises |
| Bibliography | <ul style="list-style-type: none"> • Textbooks: ο Keller, K.L. and Swaminathan, V. (2020) Strategic Brand Management. Pearson Education ο Digital Marketing Institute learning materials 2(259) • References: • Παπατριανταφύλλου, Γ. (2008). Προγράμματα Δημοσίων Σχέσεων: Στρατηγική & Εκτέλεση. Αθήνα: Εκδόσεις Σταμούλη • Πιπερόπουλος, Γ. (2006). Επικοινωνώ άρα υπάρχω: ηγεσία, επικοινωνία και δημόσιες σχέσεις 8 έκδοση. Αθήνα. • Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). • McGraw Hill Journal articles ο Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M. et al. (2020) The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury? Journal of Brand Management, 27, p. 195–210 • Meire, M., Hewett, K. and Ballinngs, M. Kumar, V. and Van den Poel, D. (2019) The role of marketer-generated content in customer engagement marketing. Journal of Marketing, 83(6), p.21-42 ο Scholz, J. and Smith, A. N. (2019) Branding in the age of social media firestorms: how to create brand value by fighting back online. Journal of Marketing Management, 35(11-12), p.1100-1134 • Suggested Journals • European Journal of Marketing • International Journal of Advertising • International Journal of Marketing Communications • Journal of brand management • Journal of Consumer research ο Journal of Marketing ο Journal of Promotion Management • Useful Links • Advertising Age www.adage.com • DIGIDAY www.digiday.com • Marketing Week www.marketingweek.com • Marketing Profs www.marketingprofs.com • Search engine journal https://www.searchenginejournal.com/category/contentmarketing/#close • Facebook Newsroom https://about.fb.com/news/ • Think with Google https://www.thinkwithgoogle.com/ • Digiday https://digiday.com/ • HubSpot Company News https://www.hubspot.com/company-news • Official YouTube Blog https://youtube.googleblog.com/. |
| Assessment | Methods: Students are assessed as follows: |

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| | <p>Methods: The Students are assessed via continuous assessment throughout the duration of the Semester, which forms the Coursework grade and the Final Project. The coursework and the final project grades are weighted 50% and 50%, respectively, and compose the final grade of the course. Various approaches are used for the continuous assessment of the students, such as mid-term test, class participation and laboratory work, group project design, implementation and presentation. The assessment weight, date and time of each type of continuous assessment is being set at the beginning of the semester via the course outline.</p> <p>(1) Midterm exam examines topics that are discussed throughout the lectures.</p> <p>(2) Project concerns work in some of the themes mentioned above in the course contents. The students will have to work individually in order to produce their work and then present it to the rest of the class.</p> <p>(3) Final Project is individual and the students are assessed for their ability to link the theoretical knowledge with the practical execution.</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30% In – depth knowledge and understanding towards the relevant topics of interest.</p> <p>Research and Analytical Skills - 40% Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication - 30% Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand. Assessment criteria are available in each written assignment, midterm or in the final exam.</p> <p>Weights: Midterm Exam 30% Individual assignments 20% Final Project 50%</p> |
| Language | Greek |

