

**«PRODUCT POLICY AND BRAND MANAGEMENT»  
COURSE SYLLABUS ABSTRACT  
of higher education institution**

**speciality 1-28 01 02 «Digital Marketing»**

	STUDY MODE	
	full-time	part-time
Year	2	2,3
Semester	3	4,5
Lectures, hours	34	6
Practical classes (seminars), hours	34	6
In-class test, semester (hours)	-	4 (2 hours)
Course paper, semester	3	5
Pass/fall, semester	3	4
Contact hours	68 (8)	14
Independent study, hours	52	106
Total course duration in hours / credit units	120 / 3	

**1 Summary of the academic discipline**

The purpose of the course is formation of students' marketing thinking, the ability to analyze the state and trends in the development of marketing activities of organizations, attitudes to the practical implementation of knowledge in professional activities.

**2 Course outline**

Upon completion of this course, the students will be expected to

**know:**

- the place and role of product policy in strategic and operational marketing;
- fundamentals of management and organization of marketing at the enterprise;
- marketing strategies;
- mechanisms for developing marketing plans, their specifics;
- system of control, accounting and evaluation of marketing results;

**be able to:**

- develop the concept of the company's product policy at the strategic level;
- manage product policy at the organizational level;
- manage the process of developing brand elements, packaging, corporate identity;
- manage a product portfolio of several brands;.

**possess:**

- the main tools of brand management.

**3 Competencies**

Competency code	Competency description
SC-9	be develop product policy and implement effective brand management to achieve the strategic and tactical goals of the organization

**4 Educational technologies:**

When studying the discipline, a modular rating system for assessing students' knowledge is used.

Forms of classes:

- multimedia;
- discussions / conversations;
- business games.