

## Course Title : Communication and Management of Institution Brand Identity

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 422	B	2	3	0	0	3.00	6
<b>Lecturer and Office Hours</b>			Edlira Mali, Msc				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Master				
<b>Description</b>			This course focuses on the key information needed to brand management and communication .Në this class will become clear what it means to manage a brand. Students will learn to plan and implement a strategy and marketing tactic.				
<b>Objectives</b>			Inform students and to clarify concepts and ways to manage a brand. The main purpose of this course is to acquaint students with a critical understanding of the concepts of the brand.				

### Course Outline

Week	Topics
1	What is the brand?
2	Brand Processes
3	Customer relationship of the brands
4	Brand Promises and Values
5	Brand Personality
6	The immutable laws of branding
7	Working on the Course Project
8	Midterm Exam
9	Presentation and relaunching of Brands vs Products
10	Brand Positioning and Institutional Identity
11	Meaning and methods of B2B (business to business relationship)
12	Managing retail brands
13	Planning, evaluation and competition of brands
14	Brand Equity and Diversity
15	Project Overview and students' presentations
16	Final Exam
<b>Prerequisites</b>	
<b>Textbook</b>	<ul style="list-style-type: none"> <li>• "The New Strategic Brand Management", Jean-Noël Kapferer, Les Editions d'Organization, 2012</li> <li>• Leksione të përgatitura nga lektori</li> </ul>
<b>Other References</b>	• The 22 Immutable Laws of Branding, by Al Ries and Laura Ries, 2012
<b>Laboratory Work</b>	
<b>Computer Usage</b>	
<b>Other</b>	

### Learning Outcomes and Competences

<b>1</b>	Students will learn that what is a brand and what it represents.
<b>2</b>	Students will understand the the brand relationship with the customers.
<b>3</b>	Students will be able to create, manage, assess and critique a brand

### Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	20
Quizzes	2	20
Projects	0	0
Term Projects	1	30
Laboratory	0	0
Attendance	0	0
<b>Contribution of in-term studies to overall grade</b>		<b>70</b>
<b>Contribution of final examination to overall grade</b>		<b>30</b>
<b>Total</b>		<b>100</b>

### ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	6	84
Assignments	1	0	0
Midterms	1	8	8
Final examination	1	10	10
Other	0	0	0
<b>Total Work Load</b>			<b>150</b>
<b>Total Work Load / 25 (hours)</b>			<b>6</b>
<b>ECTS</b>			<b>6</b>