

Course Name : Communication and Management of Institution Brand Identity							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 422	B	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Erlis Çela, Prof. Asoc. Dr.					
Assistant		Edlira Mali, MSc					
Course language		Albanian					
Course level		Master					
Description		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.					
Objectives		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.					
Core Concepts							
Course Outline							
Week	Topic						
1	What is the Brand?						
2	Brand Processes						
3	Customer relationship of the brands						
4	Brand Personality, Promises and Values						
5	The immutable laws of branding						
6	Presentation and relaunching of Brands vs Products, Brand Positiong						
7	Brand Evaluation						
8	Midterm Exam						
9	Meaning and methods of B2B (business to business relationship)						
10	Intellectual Property						
11	Brand Decision Process						
12	Brand Communication Process						
13	E-Branding						
14	Brand Challenges in modern markets						
15	Project Overview and students' presentations						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• Leksione të përgatitura nga lektori • The new strategic brand management : advanced insights and strategic thinking / Jean-Noël Kapferer. – 5th ed.. 2012		
References	• The 22 Immutable Laws of Branding, by Al Ries and Laura Ries, 2012		
Course Outcome			
1	Students will learn that what is a brand and what it represents.		
2	Students will understand the the brand relationship with the customers.		
3	Students will be able to create, manage, assess and critique a brand		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		1	10
Projects		1	30
Term Projects		0	0
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			70
Final exam percent			30
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	1	0	0
Midterms	1	8	8
Final Exam	1	10	10
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00