

| 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                                                                 |                                                                                                                                                                                                                                                                                                             | Ana Kekezi, PhD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| Assistant                                                                |                                                                                                                                                                                                                                                                                                             | Edlira Mali, MSc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                      |                      |                   |         |      |
| Course language                                                          |                                                                                                                                                                                                                                                                                                             | Albanian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                      |                   |         |      |
| Course level                                                             |                                                                                                                                                                                                                                                                                                             | Master                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                      |                      |                   |         |      |
| Description                                                              |                                                                                                                                                                                                                                                                                                             | This course aims to develop students' understanding of the importance of the brand as a value as well as the tools of building, measuring, and managing brand value. Topics to be covered will include brand services, brand building, brand assessment, ways to use brand value, strategies of brand portfolios management and brand management over time, brand positioning, brand loyalty, strategies, and planning as well as integrated Marketing communications. Due to the importance of digital marketing and social media management in the brand, concepts and practices in these areas are discussed in all modules to address the important changes in brand management in the digital age. This course is suitable for both auditorium and online learning. Its content includes a combination of presentations, lectures, forum discussions, individual and group assignments, case studies, and term projects. Current updated materials are included in the recommended readings to supplement the recorded lectures. |                      |                      |                   |         |      |
| Objectives                                                               |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| Core Concepts                                                            |                                                                                                                                                                                                                                                                                                             | 1. Brand 2. Brand personality, 3. Segmentation, targeting, differentiation, positioning 4. Marketing Mix 5. Strategic Planning 6. Brand positioning 7. Integrated Marketing Communications 8. Capital and Brand Value 9. Promotion / Promotion mix 10. Digital Marketing 11. Integrated communication 12. Public relations 13. Competitive Advantages 14. Marketing plan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                      |                   |         |      |
| Course Outline                                                           |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| Week                                                                     | Topic                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 1                                                                        | Introduction to Brand Management. Why do brands matter? Strategic brand management. Presentation of the literature and basic resources of the course, presentation of the syllabus, and the way of evaluation. (Pages: 2-26)                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 2                                                                        | Developing brand strategies. Giving and explaining the project with the theme "Brand is me" - Evaluating "yourself" as a brand... involves analyzing your brand from the perspective of co-workers, friends, family. Research needs to be done using the monkey.com survey or google search. (Pages: 27-39) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 3                                                                        | Brand Elements, Building Brand Capital, Laws That Guarantee Brand Success in Traditional Space and Digital Space. Brand personality, positioning, and evaluation. (Pages: 40-52)                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 4                                                                        | Branding, Brands vs. Private Labels Design, Case Study Customer Individualization. Working on 10 major brands. How to create and grow a premium brand. (Pages: 53-63)                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 5                                                                        | Building brand equity and applying the principles of Integrated Marketing Communications. (Pages: 64-76)                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 6                                                                        | Brand ROI (return on investment) development and analysis and brand assessment. Submission of preliminary drafts of the project. (Pages: 78-95)                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 7                                                                        | Competitive Positioning: Best Practices for Creating Brand Loyalty. Different types of marking. B2B brand management (Pages: 96-109)                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 8                                                                        | Midterm Exam                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |

|                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>9</b>                                                                                                                                                                                                                                                                                 | Do you need to take your brand where the action is? Brand extensions. Brand portfolio. Brand equity development, brand performance. (Pages: 110-129)                                                                                                                                                                                                                                                 |
| <b>10</b>                                                                                                                                                                                                                                                                                | Brands in Albania. How popular are they? How are brands treated in Albania? Invited Mr. Sokol Fuga, Managing Director of Superbrands Albania, to talk about the brand competition in Albania. What are the most valued brands, on what criteria are they valued? How the evaluation jury is selected. Challenges encountered in the Covid-19 pandemic period. Plans for the future. (Pages: 130-145) |
| <b>11</b>                                                                                                                                                                                                                                                                                | Case study: Analysis of the Albanian brand "Vish Imagination" - Invited the creator and director of this brand, Mrs. Jozefina Luci Maliqaj to have an informal conversation with students about the conception of the Vish Imagination brand, the work done, the challenges, the current performance, and plans for the future. (Pages: 146-160)                                                     |
| <b>12</b>                                                                                                                                                                                                                                                                                | Brand strategies and planning. Brand growth and support. (Pages: 161-170)                                                                                                                                                                                                                                                                                                                            |
| <b>13</b>                                                                                                                                                                                                                                                                                | Intellectual property. Why should trademarks be registered? Patents, Inventions. Invited Mrs. Galinija Gjoni - representative, deputy. president of the Trademark and Patent Institute and the Association of Professionals dealing with trademarks, patents, and everything involved in the concept of intellectual property. (Pages: 172-187)                                                      |
| <b>14</b>                                                                                                                                                                                                                                                                                | Case study: "Live Me Show" Brand Analysis. Guest Kristi Kumria in a free conversation with students to present his podcast from the advent of the idea, concept preparation, progress, as well as plans for the future. (Pages: 188-203)                                                                                                                                                             |
| <b>15</b>                                                                                                                                                                                                                                                                                | Project summary, group work presentations, student work evaluations, and discussion of improvement recommendations.                                                                                                                                                                                                                                                                                  |
| <b>16</b>                                                                                                                                                                                                                                                                                | Final Exam                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Prerequisites</b>                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                      |
| The student must attend the course at a minimum rate of 75%.                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Literature</b>                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Strategic Brand Management; Building, Measuring, and Managing Brand Equity, 5 th Edition, by Kevin Lane Keller.</li> <li>• Brand Management: A Theoretical and Practical Approach, Saurabh Aggarwal, 2008, Global India Publications</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>References</b>                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Jean-Noël Kapferer, 2012, Fifth Edition, Kogan Page Limited.</li> <li>• The 22 Immutable Laws of Branding, by Al Ries and Laura Ries, 2012</li> </ul>             |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Course Outcome</b>                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>1</b>                                                                                                                                                                                                                                                                                 | Studentët do të marrin një kuptim të qartë të terminologjisë, teknikave, mjeteve dhe strategjive të përdorura në krijimin dhe trajtimin e markave në mendjet e konsumatorit.                                                                                                                                                                                                                         |
| <b>2</b>                                                                                                                                                                                                                                                                                 | Studentët do të jenë të aftë të përcaktojnë konceptet kryesore dhe të shpjegojë qëllimin e markës.                                                                                                                                                                                                                                                                                                   |
| <b>3</b>                                                                                                                                                                                                                                                                                 | Studentët do të aftësohen që të ekzaminojnë konceptet e markave në një mjedis të jetës reale duke artikuluar kontekstin dhe arsyetimin e aplikimit.                                                                                                                                                                                                                                                  |
| <b>4</b>                                                                                                                                                                                                                                                                                 | Studentët do të zhvillojnë aftësi praktike që të përshkruajnë procesin dhe metodat e menaxhimit të markës, duke përfshirë mënyrën e krijimit të identitetit të markës dhe krijimin e kapitalit të vet të markës.                                                                                                                                                                                     |
| <b>5</b>                                                                                                                                                                                                                                                                                 | Studentët do të jenë në gjendje të formulojnë strategji efektive të markës si për konsumatorët edhe për produktet / shërbimet e biznesit me njohuritë nga intelijenca e marketingut/analizimi dhe kuptimi i mediave sociale/digjitale.                                                                                                                                                               |
| <b>6</b>                                                                                                                                                                                                                                                                                 | Studentët do të jenë të aftë të kryejnë një auditim marke duke përdorur burime primare dhe sekondare dhe të propozojnë rekomandime strategjike bazuar në rezultatet e auditimit.                                                                                                                                                                                                                     |
| <b>7</b>                                                                                                                                                                                                                                                                                 | Studentët do të aftësohen që të krijojnë, vlerësojnë dhe përfshijnë kontributin individual për të prodhuar rezultate efektive të ekipit.                                                                                                                                                                                                                                                             |

| Course Evaluation                                                        |          |                  |               |
|--------------------------------------------------------------------------|----------|------------------|---------------|
| In-term Studies                                                          | Quantity | Percentage       |               |
| Midterms                                                                 | 1        | 30               |               |
| Quizzes                                                                  | 0        | 0                |               |
| Projects                                                                 | 0        | 0                |               |
| Term Projects                                                            | 1        | 40               |               |
| 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       | 5                | 70            |
| Duties                                                                   | 1        | 12               | 12            |
| Midterms                                                                 | 1        | 10               | 10            |
| Final Exam                                                               | 1        | 10               | 10            |
| Other                                                                    | 0        | 0                | 0             |
| Total Work Load                                                          |          |                  | 150           |
| Total Work Load / 25 (hours)                                             |          |                  | 6.00          |
| ECTS                                                                     |          |                  | 6.00          |