Brand Management and Personal Branding in Management

The goal of this course is to educate students on the fundamentals of brand management as an organizational asset and the development of personal branding as a tool for professional success.



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Modules:

1. Fundamentals of Brand and Brand Management
2. Personal Brand Management
3. Practical Aspects of Brand Management

Семестр: 2 Форма контролю: залік
Кількість годин\кредитів: 180\6

Кафедра менеджменту та фінансів

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Learning outcomes:

to know

- fundamental concepts and theories of brand management, defining the role of brands in business;
- key concepts of personal branding, methods for creating a positive image in the professional sphere;
- contemporary trends and innovations in brand management, analysis of successful and unsuccessful brand management cases.

to be able to

- identify key characteristics of brands, explain the impact of brands on market dynamics;
- develop a personal marketing strategy, use online and offline tools to enhance professional visibility;
- analyze the current market and apply acquired knowledge to develop brand management strategies.

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