



The Hebrew University of Jerusalem

Syllabus

Brand Management - 55743

Last update 09-02-2021

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

*Course/Module Coordinator: Yehudi Lipman
Mr. yehudi lipman*

Coordinator Email: yehudilipman@gmail.com

Coordinator Office Hours: Monday 18:30-21:15

Teaching Staff:

Mr. Yehudi Lipman

Course/Module description:

The marketing environment is constantly changing. The course will provide participants updated academic knowledge and managerial tools in the field brand management and brand development , used by leading brands.

Course/Module aims:

Providing current and advanced knowledge and creating tools for thinking and analysis in brand management and development/

- getting to know the guidelines and key tools for formulating and analyzing branding methods and brand strategies
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Learning outcomes - On successful completion of this module, students should be able to:

Participants will be able to
to analyze and implement advanced branding processes and to take part in brand building and maintaining processes.

Attendance requirements(%):

Teaching arrangement and method of instruction: lectures and class discussions
reading
simulations' games and case studies

Course/Module Content:

branding.

brand relationship

brand associations

brand related psychological and cognitive processes.
brand elements

brand design
brand relationship

brand personality

the brand manager role and interfaces.

Required Reading:

Kevin Lane Keller (2003), Strategic Brand Management, Prentice Hall

Additional Reading Material:

David Aaker (1996). Managing Strong Brands, Free Press

Scott Davis (2000), Brand Asset Management, Jossey-Bass

Leslie de Chernatony (2001) From Brand Vision to Brand Evaluation

Course/Module evaluation:

End of year written/oral examination 45 %

Presentation 0 %

Participation in Tutorials 20 %

Project work 20 %

Assignments 15 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: