Basic data of the subject	
Academic unit:	**Faculty of Architecture, Design and Wood Technology**
Title of the subject:	**Company and Product Branding and Merchandising**
Level:	**Master**
Course Status:	**Mandatory**
Year of studies:	**I**
Number of hours per week:	**4**
Value of Credits - ECTS:	**6**
Time / location:	
Course lecturer:	**Prof. As. Dr. Sokol Krasniqi**
Contact details:	**sokol.krasniqi@ushaf.net**
Course Description	Basics Understanding of Brands, Branding Concepts, Functions of Brand, Different Types of Brands, Co branding, Strategic Brand Management process , Building a strong brand, Brand positioning, Branding for Global Markets, Brand Promotion Methods, Different type of brand extension, Factors influencing Decision for extension, Re-branding and re-launching, Measuring Brand Performance, Branding challenges & opportunities. Product and Merchandise Management, Merchandise Management Assortment, Buying National-Brand Merchandise
Objectives of the course:	The objective of this module is to provide students with insights into how profitable brand strategies can be created and the implications for brand management professionals. To understand the methods of managing brands and strategies for brand management. Merchandising is the process of developing, securing, pricing, supporting and communicating the retailer's merchandise offering It means offering the right product at the right time at the right price with the right appeal
Expected learning outcomes:	Upon successful completion of this subject, student will be able to: • Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.). • Identify important issues related to planning and implementing brand strategies for a diverse

- group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
- explain the promotional planning and controls needed in the supervision of sales and supporting staffs.
- know the application of successfully establish and sustain brands and lead to extensions.

Contribution to the student load (which must correspond with learning outcomes)

Activity	Hour	Day/Week	In total
Lectures	4	13	52
Theoretical / laboratory exercises			
Internship	1	5	5
Contacts with teacher / consultations	1	5	5
Field exercises			
Midterm, seminars and projects.			
Homework	1	8	8
Self-learning time student (at the library or at home)			45
Final preparation for the exam	8	2	16
Time spent on evaluation (tests, quiz and final exam)	3	3	9
Projects and presentations.	1	10	10
Total			**150**

Teaching methodology:	Lectures combined with case studies
Assessment methods:	Assignment 70 % Final exam %

Literature

Basic Literature:	1.Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007. 2. Retail Management By Berman and Evans (Prentice Hall)
Additional Literature:	3Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
The ratio of theory and practice	60% theory with numerical exercises and 40% laboratory work.

Designed learning plan

Week:	Lectures and exercises to be held
Week one:	Basics Understanding of Brands, Branding Concepts
Week two:	Functions of Brand , Different Types of Brands, Co branding .
Week three:	Strategic Brand Management process , Building a strong brand .
Week four:	Brand Promotion Methods
Week five:	Branding for Global Markets .
Week six:	Different type of brand extension ,
Week seven:	Factors influencing Decision for extension,.
Week eight:	Re-branding and re-launching .
Week nine:	Measuring Brand Performance .
Week ten:	Branding challenges & opportunities .
Week eleven:	The case study. Brand Management:
Week twelve:	Product and Merchandise Management
Week thirteen:	Merchandise Management Assortment .
Week fourteen:	Buying National-Brand Merchandise .
Week fifteen:	The case study Merchandise Management

Academic policies and rules of conduct
Regular attendance of lectures and exercises is necessary, as well as active participation with discussion and solution of tasks. Not impeding the progress required for learning using mobile phones turned off or in silent mode.