

(Table 5.2) Course unit description

Study program : Hotel Management and Tourism			
Type and level of studies: Undergraduate academic studies, 1 st level			
Course unit: Brand management			
Teacher in charge: Marija Lj. Mandarić			
Language of instruction: Serbian and English			
ECTS: 8			
Prerequisites:			
Semester: VIII			
Course unit objective			
<ul style="list-style-type: none"> • Instructing students in the basic theoretical concepts and applied dimensions of brand management; • Teaching students how to design and implement various specific brand strategies such as branding of tourism products and services and place branding. 			
Students will gain a good understanding of the process of creating the strong brand. The contribution of successful brands to business results will be analyzed.			
Learning outcomes of Course unit			
The outcome is to acquire knowledge about the role and importance of brand management in business, as well as enabling students to apply the principles of branding strategies in tourism. Students will be able to use the relevant techniques for branding product and service. As a result, students will have the ability to create high-value brands in the tourism market.			
Course unit contents			
<ol style="list-style-type: none"> 1. Why is branding so strategic? 2. The challenges of modern markets 3. Creating and sustaining brand equity 4. Brand valuation 			
Literature			
<ul style="list-style-type: none"> • Jean-Noël Kapferer, J. N. The New Strategic Brand Management, KoganPage, 2012. 			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes:	
Teaching methods			
Lectures, practices, seminars, case studies			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	
practical classes/tests	40	written examination	40
Seminars/homework	10	
Project			
Other			
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	Failing	