

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNIC INSTITUTE"

Department of Marketing

METHODOLOGICAL GUIDELINES
TO PERFORM AN INDIVIDUAL TASK
in the discipline
"BRAND MANAGEMENT"

for applicants of the second (master's) level
of higher education
educational program "Marketing"
specialty 075 "Marketing"

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Compiled by Prof. O. Kosenko

Reviewer: Associate Professor O. Kitchenko

Department of Marketing

REQUIREMENTS AND RECOMMENDATIONS FOR WRITING AN INDIVIDUAL CALCULATION TASK IN THE DISCIPLINE "BRAND MANAGEMENT"

General job requirements.

The purpose of writing a paper on the course "Branding in Innovation" is to deepen and consolidate theoretical knowledge in the field of branding, to master basic concepts and principles, to understand the specifics and target orientation of the main elements of the brand and specific branding processes, as well as various advertising tools used to promote and present brands, to develop practical skills in the implementation of advertising design and advertising communications of business entities.

1 Requirements for the preparation and performance of individual work

1.1 Selecting and approving the subject of individual work

The choice of the research object is made in consultation with the teacher, but taking into account the absence of repetition within the same academic group.

The object of analysis should be the type of product provided for sale on the city market, which is convenient for the student to analyse. Each student chooses a different area of study.

After choosing a topic, the student should agree with the teacher on the deadline by which the work should be completed and he or she should be ready to present the material to the audience and defend his or her point of view in the form of confident and clear answers to the questions of the teacher and classmates. In the course of presenting the prepared material, the student may use a whiteboard, posters, depending on the products being studied, he or she may use visual aids (product samples, trademarks, reviews of a particular brand in periodicals, advertising brochures, etc.) The student should present the material in his/her own words (without reading!), although an abstract can be used.

1.2 Structure, content and scope of individual work

The work should contain:

- the title page;
- Introduction;
- the main part;
- Conclusion;
- list of references

The cover page shall be drawn up in accordance with Annex A

The introduction should contain basic definitions of branding and the rationale for choosing the research object.

The volume of work should be within 15-30 pages of printed text.

1.3 How to complete your work

The work is made out on A4 paper with one-sided printing.

The work must contain tables and graphic material that reflects the state and trends of the issue under study.

The manager has the right not to accept for review the work that does not meet the requirements.

1.4 Controlling the execution and protection of work

The work must be defended before the start of the examination session (for full-time students) / during the session (for part-time students). The date of the thesis defence is set by the supervisor, taking into account the students' academic workload. The work is defended at a practical lesson. For the defence, the applicant prepares visual material in the form of a presentation on the content of the work. Any visual materials can be used in its design: photographs, videos, screenshots of website pages, etc.

If the work is found to be unsatisfactory (for example, due to the lack of practical material or inconsistency with the object of analysis of the Brand Management course, or for any other objective reasons), the student is obliged to revise the work and then submit it for re-review to the supervisor with the obligatory submission of the previous version of the work and the first review.

In the course of the defence, the student must be fluent in the material presented in the work, briefly summarise the essence of the problem under study and the results,

conclusions and recommendations obtained during the analysis, and answer questions on the content of the work.

Students who have not defended their work are not allowed to take the exam in this discipline.

2. Content of the individual calculation task in the discipline "Brand management"

1. . Conduct an analysis of Chinese and global brands of the selected product category (10 - 30), determine the individuality of each and select those that you think are the most famous brands. Determine the type of trade mark and the category of its name (appendix B).

Summarise the results obtained during the study in a table according to the sample (Table 1) or in another **VISUAL** way convenient for you

Table 1 Sample design of research results

	Criteria.			
brand	The segment of the population targeted by the product	uniqueness	type of TM	category TM
1				
2				
..				
n				

2. Evaluate TM competitors and build a positioning field

To assess the competitive positions of the studied brands, we will select two main criteria - economic and quality. To simplify the analysis, we will take the price of the product as an economic criterion, and each applicant will choose several characteristics as technical characteristics (**at least three**) depending on the product category (content of natural ingredients, smell, attractiveness and ergonomics of the packaging (bottle), the degree of brand development (emotional perception), taste, etc.)

Table 2

№ n/a	Trade mark	parameters			
		Price	..., points	..., points	..., points
1					
2					
3					
.					
.					
n					

3. Based on the data in Table 2, a map and a positioning field should be constructed, i.e., to determine the areas of greatest consumer preference for the product to the values of the main parameters.

Positioning map

A brand map or brand-map is a visual representation of a brand's position in the market based on consumers' subjective assessment of several characteristics. Essentially, it is a market chart that shows how consumers perceive a brand and its competitors. It can look like this: a brand mouth or brand map is a visual representation of a brand's position in the market based on consumers' subjective assessment of several characteristics. In essence, it is a market chart that shows how consumers perceive a brand and its competitors. It can look like this:

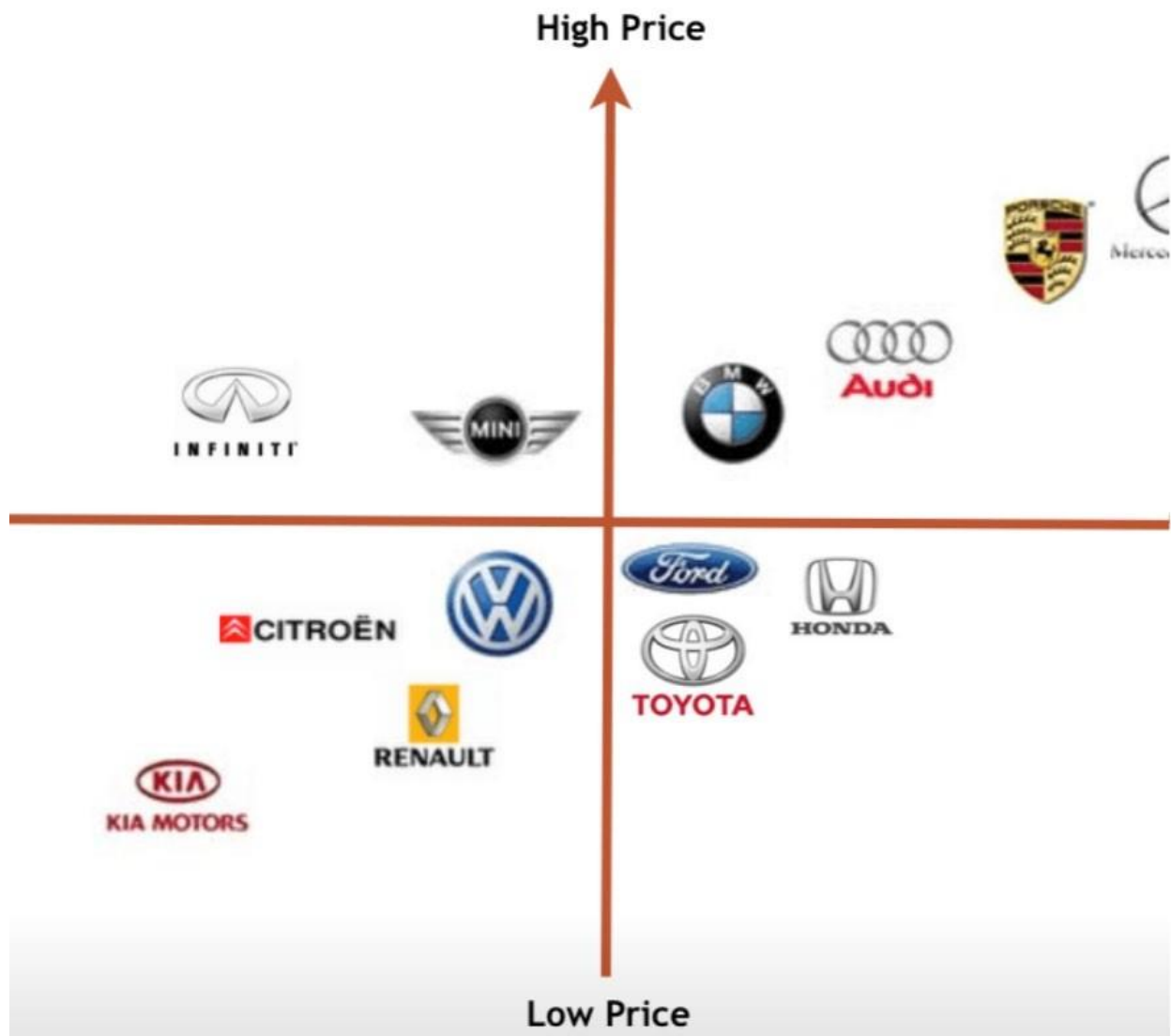


Figure 1 - Sample brand positioning map

This graphical representation is the most common type of perception map. As a rule, two generally accepted opposing product characteristics, such as price-quality or healthy-tasty, are chosen for creation so that companies can easily compare and interpret the results.

The process of creating a brand positioning map is called brand-mapping. It is based on the method of subjective semantics, which marketers have borrowed from psychiatric practice. Don't be alarmed, it's nothing complicated. It just means that the research results are based entirely on the personal opinions of consumers and their emotions. The quality of a car will be assessed based on the subjective perception of a particular person, rather than on actual measurable characteristics.

Positioning field

The field is built in relation to each of the quality criteria, and after each of

them, conclusions should be drawn regarding free niches or market saturation in certain segments

Since we have chosen 2 parameters as the main ones, the field is built in Cartesian coordinates. Examples of the possible appearance of the finished field are shown in Figures 2a and 2b.

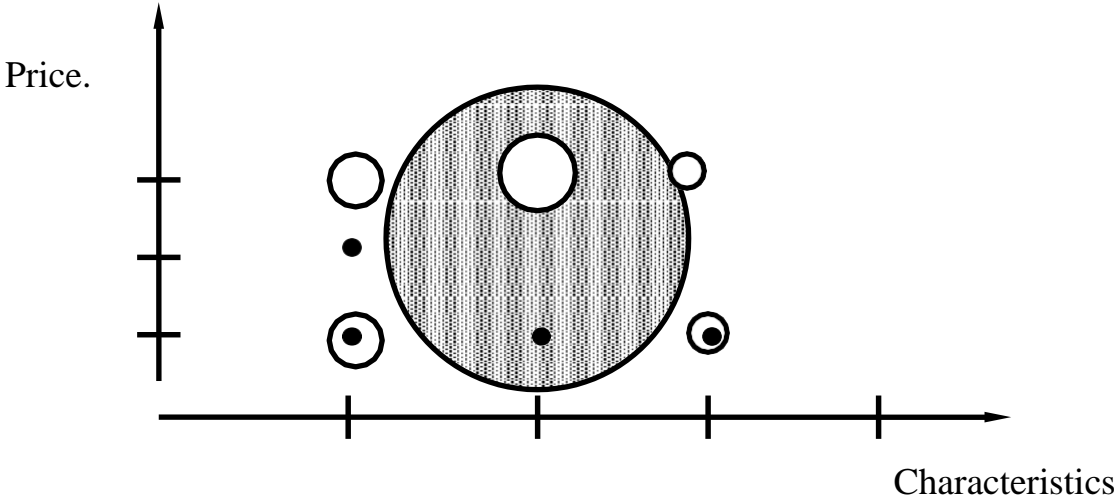


Figure 2a - Positioning field

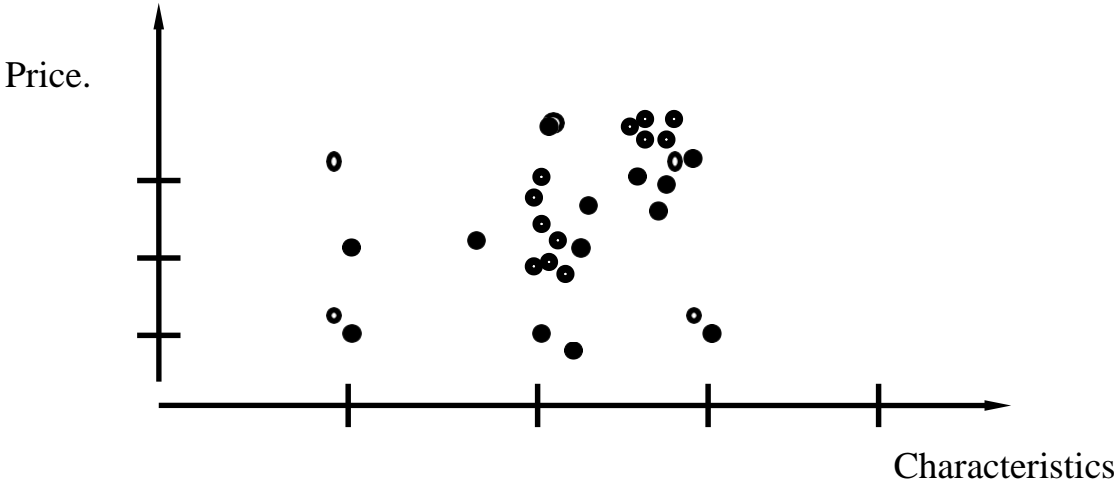


Figure 2b - Positioning field

In Tab. 3, we will indicate the range of each parameter /from 0 to max/ and divide it into 3-4 equal intervals, for each of which we will indicate the percentage of demand points that fell into this interval (percentage of total demand).

Table. 3. (based on the results of the positioning field)

Price indicators		Characteristics	
Value intervals	Number of demand point values	Value intervals	Number of Demand point values
10-14 UAH.	60%	1-2.5 points	18%
15-18 UAH.	20%	2.5-5 points	17%
...	5%	...	60%
...	15%	...	5%
0-max	100%	0-max	100%

4. DEVELOPMENT OF A TRADE MARK

1. Come up with a name for a product, store or beauty salon and analyse what associations it evokes in the minds of consumers.
2. Give examples of bad names, what associations they evoke and what consequences they may have.
3. Define the company's mission and formulate a unique brand idea
4. Build a TM value matrix (Figure 3)

	General	Specific
Tangible	1	2
Insensible	3	4

Figure 3 - TM value matrix

All values can be divided into general and specific.

Common values - those that apply to all brands in a given market sector. These are the key characteristics without which the brand will not become a real alternative for customers and will not have a chance to get on the shopping list. They are a kind of barrier to entry into the market sector.

Specific values form the distinguishing features of a TM, the character that distinguishes one TM from another. It is very important that specific values are unique and inimitable. They give the TM individuality, a certain set of unique characteristics that distinguish this brand from weaker competitors.

Further, when creating a brand, it is advisable to distinguish between tangible and intangible values.

Tangible values are those associated with real qualities, i.e. how a product or service performs. If the value can be felt, it can be evaluated and has a tangible form

(for example, food safety). Cultural aspects are of the utmost importance in their creation.

The intangible aspect of values is related to the emotional side of a brand. It is as subjective a concept as any feeling.

Whereas tangible aspects can be expanded and developed without any negative consequences, abstract values are a little more difficult to work with. If you try to build them up unlimitedly and create too many of them, you can create confusion in the minds of customers.

In most cases, it is recommended to analyse in the order indicated by the numbers. The same order should be used for the development of brand values.

5. Identify the target group of the product and the main characteristics of positioning

6. Design the packaging

7. Create a slogan for a brand, trademark (of your choice), in which certain consumer values and expectations will be placed.

8. Develop a sketch and original layout of the company logo

9. Present your own brand promotion project

5. LIST OF QUESTIONS FOR THE EXAM
(check with the teacher)

1. Classification of brand attributes.
2. Brand Image
3. TM values
4. Brand loyalty Consumer perception of the brand
5. The main appeal of the brand
6. The history of the concept of "brand".
7. The concept of brand personality. Criteria of brand identity.
8. Stages of brand creation.
9. Product. A trademark. Trademark. Similar and different.
10. The concept of a brand. The difference between a brand and a TM.
11. Advantages of the brand over the TM.
12. The main stages of creating a TM name.
13. Brand Value
14. Basic elements of brand style
15. Product brand name
16. Trademarks and their classification.
17. Advertising brand slogan
18. Brand management strategies.
11. The structure of word perception.
12. The main ways to create a name.
13. Names of brands to avoid.
14. Corporate identity. Elements of corporate identity.
15. Slogan. The main tasks. Types of slogans.
16. Logo as an external attribute of a TM: importance, requirements, ways of presentation.
17. Brand Position
18. The concept of corporate culture, elements of corporate culture. Functions of corporate culture.
19. Features of branding application in the domestic market

20. Trademark protectability: names that are not subject to registration, criteria for recognising a mark as well-known.
21. Legal component of branding
22. Components of counterfeit goods

6. RECOMMENDED READING

1. Kotler, P., P. Waldemar. (2006). B2B Brand Management, Springer-Verlag GmbH.
2. Keller, K.L., (2006), Strategic brand management: Building, Measuring and managing Brand
3. Goshal, S., D.E. Westney. (2005). Organization Theory And The Multinational Corporation, Palgrave Macmillan.
4. Caterpillar. (2007). Annual State of the Brand, published by Caterpillar USA.
5. J. Kapferer, The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term, 4th ed., London, 2008.
6. P. Kotler and W. Pfoertsch, B2B Brand Management, Berlin: Springer, 2006.
7. K. L. Keller, Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands, Marketing Science Institute, 2001
8. C. Okoli and K. Schabram, "A guide to conducting a systematic literature review of information systems research," 2010.
9. A. Fink, Conducting Research Literature Reviews: From the Internet to Paper, 2nd ed. California: Sage Publications, 2005.

APPENDIX A

A SAMPLE COVER PAGE:

Ministry of Education and Science of Ukraine
National Technical University
"Kharkiv Polytechnic Institute

Department of Marketing

CALCULATION AND EXPLANATORY TASK
On the course "Brand management"

PRODUCT CATEGORY: _____

EXECUTED: group _____

Petro PETRENKO

Checked:
prof. Oleksandra KOSENKO

Kharkiv _____.

ANNEX B
CATEGORIES OF TRADE MARK NAMES

№	Category.	Category content	Examples
1	Compound word	A word formed by combining two words	Alfa-Bank, Soyuzkontrakt, Aeroflot, Alldays, Computerland, Sunsilk, Volkswagen
2	Gibrid	The ending of one word goes into the stem of another	Bystronom, Fruittime, Eveready, ReaLook
3	Abraviature	Compound words consisting of truncations of several words	KAMAZ, Soyuzstroytrest, Frugurt, Electrolux, Microsoft, Nissan, Oriflame
4	Abbreviations	Short word	Stoma, Shock, Fanta, Oxi
5	Acronym	A word made up of the first letters of several words	AVK, TNK, GAS, VAZ, VPS, GSM, IBM, MTV, TDK
6	Association	A name that evokes associations with the benefit, purpose of the product, method of use, place of origin, etc.	Yummy, Black Pearls, Miracle, Three Fat Men, Barbie, Blend-a-med, MaxFaktor, Sony, Tide
7	Sound association	A name that is associated by sound with the properties of the product	Oleina, Maslechko, Jeep, Lexus, Tampax, Yahoo!
8	Mimicry	A name that imitates the sound of a well-known word	Absolut, Beaute, Kool, Twix, Pizza Hut
9	Alliteration	A name consisting of rhythmic repetitions of consonant sounds	Tutti-Frutti, Piggly-Wiggly, Sam Samich, Chupa-Chups, Tic-Tac, Kitkat
10	Rime	A rhyming phrase	7/eleven, Buy&Fly, Pickwick
11	Foreign language word	A name borrowed from another language	Beeline, Geisha, Delta, Prima, Raptor, Fiesta, Audi, BonAqva, Lego, Xerox
12	Name of the founder	Name based on the surname of the company founder	Dovgan, Kalashnikov, Fabergé, Smirnov, Adidas, Lipton, Bosch, McDonald's, Parker, Yamaha
13	Name	Female or male	Antoshka, Alionka, Lada, Maria, Mashenka, Mercedes, Sandra
14	Place name	A geographical name, most often associated with the place of origin of a product	Rohan, Baltic, Borjomi, Mirgorodskaya, Truskavetskaya, Volga, Zhiguli, Zaporozhets, Klinskoye, Alka-Selter, Hitachi, Nokia

15	Nature	Name of an animal or plant associated with the product's properties	Squirrel, White eagle, three whales, three bears, Kalina, Homka Smel, Alligator, Jaguar, Puma, Red Bull
16	Historical roots	A historical name associated with the properties or origin of a product	Belomorkanal Imperial, Monarch, Peter the Great, Titanic, Bond Street, Marlboro, Napoleon
17	Mythological, fairy-tale roots	Mythological or fairy-tale characters associated with product properties	Alyonushka, Hercules, Kolobok, Red Riding Hood, Little Fairy, Three Little Heroes, Troy, Ariel, Mazda, Nike, Olympus, Saturn
18	Quote.	Title or line from a famous work	Wildorchid, Uncle Stepan, Freken Bok
19	Metaphor	A name from one class is moved to a similar class	Bystrov, Bochkarev, Little Fairy, Pekar, Coldrex, Secret, Whirlpool
20	Methodology	A name from one class is moved to another class	Beseda, Polyus, Rastishka, Head&Shoulders, Nord
21	Cinephile.	A name that denotes a smaller part instead of the whole and vice versa	A piece, Gloss, My family
22	Oxymoron	Combining words of opposite meanings	The only choice, the only hell
23	Hyperbole	A name that exaggerates the product's properties	World of Doors, Carlsberg, Plato
24	Summer	A name that detracts from the product's properties	Locker & Sofa
25	Epithet	A title containing a poetic description	Golden barrel, Hostess's dream, Milky Way
26	Periphrasis	Descriptive expression of the product	Doors and windows, Building materials, Household goods
27	Significant figures	Figures associated with quality or product group	32 (dentistry), 100% Gold Premium, 36.6 (five pharmacies), Ph 5.5, 7x24

Educational edition

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