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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

National and Regional Branding

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

The course instruction is implemented within the professional education programme of higher education:

International marketing

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of mastering the discipline "National and Regional Branding (effectiveness of marketing projects)" is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "National and Regional Branding" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	UC-6.1 Monitors the amount of time spent on specific activities - UC-6.2 Develops tools and methods of time management when performing specific tasks, projects, goals - UC-6.3 Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task - UC-6.4 Distributes tasks into long-, medium- and short-term with justification of relevance and analysis of resources for their implementation
UC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	UC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems - UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	PC-3.1 Knows the main strategic and tactical aspects of setting prices in the distribution channel in international markets - PC-3.2 Knows the specifics of pricing for tangible and intangible goods in international markets - PC-3.3 Knows how to develop a pricing strategy taking into account market factors in international markets - PC-3.4 Owns tools for assessing the value of a product offer (price compliance with market expectations)

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "National and Regional Branding" refers to the variable component formed by the participants of the educational relations of the block B1 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "National and Regional Branding".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
UC-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	Management Research Methodology Marketing Metrics	Digital marketing
UC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	Modern Trends in the International Hotel and Tourism Business Management Research Methodology Marketing Metrics	Research work
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	Managerial Economics Management Research Methodology	International Logistics Research work Pre-graduate practice

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "National and Regional Branding" is 4 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	4
Contact academic hours	144			144	

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		72			72	
<i>Evaluation and assessment</i>		18			18	
Course workload	academic hours	144			144	
	credits	4			4	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic. 1 Introduction to the discipline	The development of brands: from artisan branding to brand. Basic definitions and categories of trademarks: concept, properties of a strong brand, brand functions, branded goods. Brand: concept and types. Trademark and brand: similarities and differences.	LTR, SS
Topic 2: Branding in modern conditions	Branding (brand policy): definition and main stages. Goals of brand policy. Tools of brand policy. Prerequisites and dynamics of branding development. Two traditions of branding: Anglo-American (Western) and Japanese (Asian) models. Formulation own approach to brand creation.	LTR, SS
Topic 3: Preparatory stage of branding	Characteristics of the “Analytics” stage and its activities. The concept of market segmentation”. Psychographic market segmentation. Segmentation of consumers by type “Brand - Consumer”. Characteristics of the stage “Justification of actions” and its main activities. The concept of brand platform. Brand positioning in the market. Repositioning. Reasons for repositioning.	LTR, SS
Topic 4: Promotion of the brand on the market	The main elements of the promotion complex: concepts and types. Price and non-price methods of sales promotion. Brand introduction to the market and its maintenance. Characteristics of measures to increase the strength of the brand.	LTR, SS
Topic 5: International Brand Strategies	Strategy of product line (brand family) expansion. Strategy of expanding the boundaries of brand use. Multibrand strategy. Strategy of corporate brands.	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	Strategy of new brands. Global and regional brand strategy.	
Topic 6: Brand architecture in a company and its cannibalism	The concept of “brand architecture” and “brand cannibalism”. Causes of brand cannibalism. The problem of overbranding and ways to combat it. Multi-brand and umbrella brand - the main difference. Regional Brand stretching and brand extension.	LTR, SS
Topic 7. Examples of legal protection of the regional and national brand	British legislation on trademarks. US legislation on trademarks. Trademarks of the European Union. Law of the Russian Federation. “On trademarks, service marks and appellations of origin of goods”. Procedure of trademark registration. Refusal to register a trademark. Specifics of legal protection of brands.	LTR, SS
Topic 8: Brand equity of a brand and the problems of assessing its value	Value and cost of brands. Capitalization of brands. Methods of brand capital valuation. Estimating the value of Russian brands.	LTR, SS
Topic 9. Branding in modern Russia.	The main problems of promoting domestic brands. History of the formation of the image of Russia and its goods. Prospects for the development of Russian branding. The main problems of domestic branding and directions of increasing the effectiveness of brand strategies of national producers.	LTR, SS

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
		64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a). Basic literature

- 1) Muzykant, V.L. Branding. Brand management : textbook / V.L. Muzykant. - Moscow : RIOR : INFRA-M, 2023. - 316 c. - (Higher education: Bachelor's degree; ABC of advertising). - DOI: <https://doi.org/10.12737/2142>. - ISBN 978-5-369-01934-4. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2008766>.
- 2) Chernysheva, A. M. Branding : a textbook for universities / A. M. Chernysheva, T. N. Yakubova. - Moscow : Yurait Publishing House, 2025. - 420 c. - (Higher education). - ISBN 978-5-534-19453-1. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/560303> (date of address: 27.03.2025).
- 3) International business : textbook / ed. by Dr. of Economic Sciences V.K. Pospelov. - 2nd ed., rev. and ext. - Moscow : INFRA-M, 2023. - 379 c. - (Higher education). - DOI: 10.12737/1014638. - ISBN 978-5-16-018733-4. - Text : electronic. - URL: <https://znanium.com/catalog/product/2050502>

b) additional literature

1. Hussein, I. D. Digital marketing communications : a textbook for universities / I. D. Hussein. - Moscow : Yurait Publishing House, 2025. - 68 c. - (Higher education). - ISBN 978-5-534-15010-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568206> (date of address: 27.03.2025)..
2. Chernysheva A.M. Benchmarking [Text/electronic resource] : Educational and methodological guide / A.M. Chernysheva. - Electronic text data. - Moscow : RUDN Publishing House, 2019. - 52 p. : ill. - ISBN at 978-5-209-09164-6 : 50.67.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>

eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru

6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "National and Regional Branding" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "National and Regional Branding" are presented in the Appendix to this Work Program of the discipline

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

	Signature	Full name
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Head of Marketing department

Lukina A.V.

	Signature	Full name
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	Signature	Full name
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