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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

BRAND PORTFOLIO MANAGEMENT ON INTERNATIONAL MARKETS

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

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

INTERNATIONAL MARKETING – MANAGEMENT

higher education programme profile/specialisation title

1. COURSE GOAL(s)

The discipline "Brand Portfolio Management on International Markets" is part of the master's program "International Marketing - Management" in the field of study 38.04.02 "Management" and is studied in the 1st semester of the 1st year. The discipline is implemented by the Department of Marketing. The discipline consists of 2 sections and 6 topics and is aimed at studying the program, which familiarizes students with the principles and methods of marketing brand management in international markets and making marketing decisions in the field of branding at the strategic and tactical levels.

The goal of the course is to provide an understanding of marketing decision-making methods in brand management and their alignment with overall corporate strategies. The course contains real-world examples and is designed to promote active learning. The program is designed to develop a holistic understanding of the methods and tools of marketing analysis for brand management decision-making and to foster systemic and synergistic thinking.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Brand Portfolio Management in International Markets" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

| Competence code | Competence descriptor | Competence formation indicators (within this course) |
|-----------------|---|---|
| GC-2 | Able to manage a project at all stages of its lifecycle | GC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal.; GC-2.2 Defines the links between the tasks set and the expected results of their solution; GC-2.3 Within the framework of the tasks set, determines the available resources and limitations, as well as the applicable legal norms.; GC-2.4 Analyzes the timetable for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the applicable legal norms and available resources and limitations.; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control; |
| PC-5 | Capable of developing, implementing and improving the marketing communications system of an international company | PC--5.1 Knows the main formats of marketing communications in international markets; PC--5.2 Knows the specifics of working with different promotion tools at the international level; PC--5.3 Knows how to navigate modern methods of promotion in international markets; PC--5.4 Able to develop strategic marketing solutions in the field of advertising; PC--5.5 Knows how to make an advertising campaign plan; PC--5.6 Has the skills to evaluate the effectiveness of the promotion strategy in international markets; |
| PC-6 | Capable of planning and | PC--6.1 Knows the stages of international strategic |

| Competence code | Competence descriptor | Competence formation indicators (within this course) |
|------------------------|--|--|
| | controlling the marketing activities of an international company | planning; PC--6.2 Knows the criteria for determining the key indicators used in planning the company's marketing activities at the international level; PC--6.3 Knows how to form marketing plans; PC--6.4 Able to develop the basic business processes of an enterprise related to marketing activities; PC--6.5 Knows the methods of developing and implementing marketing programs; PC--6.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the company; |

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Brand Portfolio Management on International Markets" belongs to the part formed by the participants of educational relations of Block 1 "Disciplines (Modules)" of the higher education program. Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Brand Portfolio Management on International Markets."

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

| Competence code | Competence descriptor | Previous courses/modules* | Subsequent courses/modules* |
|------------------------|---|----------------------------------|---|
| GC-2 | Able to manage a project at all stages of its lifecycle | | Corporate Finance; Distribution Chain Management; Research Work; Pre-Degree Internship; |
| PC-5 | Capable of developing, implementing and improving the marketing communications system of an international company | | Integrated Marketing communications in international companies; Pre-Degree Internship; |
| PC-6 | Capable of planning and controlling the marketing activities of an international company | | Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**; Pre-Degree Internship; |

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices.

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Possible wording

The total workload of the discipline "Brand Portfolio Management in International Markets" is "4" credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (full-time training)*

| Type of academic activities | Total academic hours | Semesters/training modules |
|---|----------------------|----------------------------|
| | | 1 |
| <i>Contact academic hours</i> | 36 | 36 |
| Lectures (LC) | 18 | 18 |
| Lab work (LW) | 0 | 0 |
| Seminars (workshops/tutorials) (S) | 18 | 18 |
| <i>Self-studies</i> | 99 | 99 |
| <i>Evaluation and assessment (exam/passing/failing grade)</i> | 9 | 9 |
| Course workload | 144 | 144 |
| | 4 | 4 |

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

| Nuber of Module | Name of the Discipline Section | Name of the Topic | Content of the Topic | Type of Academic Work* | |
|------------------------|---|--------------------------|---|---|-------|
| Module 1 | Basics of International Brandmanagement. | 1.1 | The concept and key objectives of trade marketing | The modern brand environment: economic, social, psychological, and legal. | LC, S |
| | | 1.2 | Brand portfolio. | Strategic solutions in interational Brand-management planning. | LC, S |
| | | 1.3 | Brand positioning and values | The principles of brand positioning in international markets. Cultural aspects of brand positioning pincipals | LC, S |
| Module 2 | Brand-management on international markets | 2.1 | The tools of Brand-management | Selecting Elements for Building Brand Equity: Brand Strength, Brand Identity, Brand Image, Brand Reputation, Brand Equity, and Other Metrics and Assessment Methods | LC, S |
| | | 2.2 | Brand Identity | Brand identity and brand identifiers. Visual, verbal, and innovative brand identifiers. Brand book. | LC, S |
| | | 2.3 | Brand-management planninf and Brand performance. | Branding analysis and planning. Forming a company's brand portfolio. Brand-management metrics. | LC, S |

* - to be filled in only for **full**-time training: LC - lectures; LW - lab work; S - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

| Type of academic activities | Classroom equipment | Specialised educational / laboratory equipment, software, and materials for course study (if necessary) |
|------------------------------------|--|--|
| Lecture | A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations. | Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, |

| Type of academic activities | Classroom equipment | Specialised educational / laboratory equipment, software, and materials for course study (if necessary) |
|-----------------------------|--|---|
| | | monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC |
| Seminar | A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations. | Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC |
| Self-studies | A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment. | Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC |

* The premises for students' self-studies are subject to **MANDATORY** mention

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main readings:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Kevin Lane Keller, Vanitha Swaminathan, Pearson, 2019 2. Старов С.А. Управление брендами: учебник. 4-е изд., перераб. — СПб.: Изд-во С.-Петербург. ун-та, 2021. — 557 с.
2. Buzukova, E. A. Category Management. Theoretical Foundations: Textbook for Universities / E. A. Buzukova. - Moscow: Yurait Publishing House, 2026. - 181 p. - (Higher Education). - ISBN 978-5-534-14458-1. - Text: electronic // Yurait Educational Platform [website]. - URL: <https://urait.ru/bcode/588816> (accessed: 03/28/2026)

Additional readings:

1. Marketing: The Core 5th Edition by Roger A. Kerin (Author), Steven W. Hartley (Author), William Rudelius (Author), Erin Steffes (Author) (2014-2023 - including 16th edition)

Internet sources

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:
 - RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
 - EL "University Library Online" <http://www.biblioclub.ru>
 - EL "Yurayt" <http://www.biblio-online.ru>
 - EL "Student Consultant" www.studentlibrary.ru

- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "Brand Portfolio Management on International Markets"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

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