

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	ENGINEERING		
<b>DEPARTMENT</b>	PRODUCT AND SYSTEMS DESIGN ENGINEERING		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	5307	<b>SEMESTER</b>	8
<b>COURSE TITLE</b>	Brand Building and Brand Management		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Special background, skills development		
<b>PREREQUISITE COURSES:</b>	NONE		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK/ENGLISH		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES		
<b>MODULE WEB PAGE (URL)</b>	<a href="https://eclass.uowm.gr/">https://eclass.uowm.gr/</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p><b>On successful completion of this module the learner will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand and apply design management principles</li> <li>• Communicate a product via branding tools and methodologies.</li> </ul>
<b>General Skills</b>
<p><b>Upon successful completion of the program students will:</b></p> <ul style="list-style-type: none"> <li>• have the theoretical and practical background on the field of product and systems design engineering and the corresponding profession.</li> <li>• utilize scientific knowledge to understand, analyze and solve problems.</li> <li>• apply a wide range of scientific and technical knowledge concerning the design and development of products and systems.</li> </ul>

### 3. COURSE CONTENTS

<ol style="list-style-type: none"> <li>1. Brand management and brand building principles</li> <li>2. Product design trends, effective trend management</li> <li>3. Corporate strategic design</li> <li>4. Product innovation</li> <li>5. Enterprises and their role in Brand Building and Brand Management</li> <li>6. Customer behavior</li> <li>7. Customer perception for a product</li> <li>8. Market segmentation.</li> <li>9. Case studies</li> </ol>
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#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In class, face to face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Video and slide presentations via projector</li> <li>• Support of teaching process via the electronic platform e-class</li> <li>• Communication with students.</li> </ul>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	90
	Non-directed study	60
	Course total	<b>150</b>
<b>ASSESSMENT METHODS</b>	<p>Final written exam which includes:</p> <ul style="list-style-type: none"> <li>i. Short-answer questions</li> <li>ii. Multiple choice questions</li> <li>iii. Problem solving</li> </ul>	

#### 5. ATTACHED

*- Suggested bibliography:*

1. Διοίκηση Μάρκας , J N KAPFERER, [επιστημονική επιμέλεια: Ειρήνη Ρηγοπούλου], ROSILI ΕΜΠΟΡΙΚΗ - ΕΚΔΟΤΙΚΗ Μ.ΕΠΕ , Έκδ. 1η/2012, ISBN: 978-960 89407-9-6, [Κωδικός Βιβλίου στον Εύδοξο: 22679289]
2. Αποτελεσματική διοίκηση χαρτοφυλακίου προϊόντων και υπηρεσιών , Αυλωνίτης Γ., Παπασταθοπούλου Π.† ΕΚΔΟΣΕΙΣ ΣΤΑΜΟΥΛΗ ΑΕ , Έκδ. 1η /2004, ISBN: 960-351-518-3, [Κωδικός Βιβλίου στον Εύδοξο: 22630]
3. Μάρκετινγκ Υπηρεσιών, Αυλωνίτης Γ., Τσιότσου Ρ., Γούναρης Σ., Εκδ. BROKEN HILL PUBLISHERS LTD, 1η έκδ./2015, ISBN: 9789963258567, [Κωδικός Βιβλίου στον Εύδοξο: 50657960]
4. Μάρκετινγκ Υπηρεσιών , Γούναρης Σπ., Καραντινού Κ. , ROSILI ΕΜΠΟΡΙΚΗ - ΕΚΔΟΤΙΚΗ Μ.ΕΠΕ Έκδ. 3η/2014, ISBN: 978-960-7745-39-2, [Κωδικός Βιβλίου στον Εύδοξο: 41963319]
5. Στρατηγικό Βιομηχανικό (B2B) Μάρκετινγκ, Γ. Αυλωνίτης, Σ. Δημητριάδης, Κ. Ήντουνας, ROSILI ΕΜΠΟΡΙΚΗ - ΕΚΔΟΤΙΚΗ Μ.ΕΠΕ 2014 Έκδ. 1η/2014, ISBN: 978-618-5131-00-5, [Κωδικός Βιβλίου στον Εύδοξο: 41955344]
6. Στρατηγικό μάρκετινγκ προϊόντων υψηλής τεχνολογίας , Σιώμκος Γ.,Τσιάμης Ι. ΕΚΔΟΣΕΙΣ ΣΤΑΜΟΥΛΗ ΑΕ Έκδ 2η έκδ./2011, ISBN: 978-960-351-873-0, [Κωδικός Βιβλίου στον Εύδοξο: 12688162]
7. Class notes