



МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ  
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ

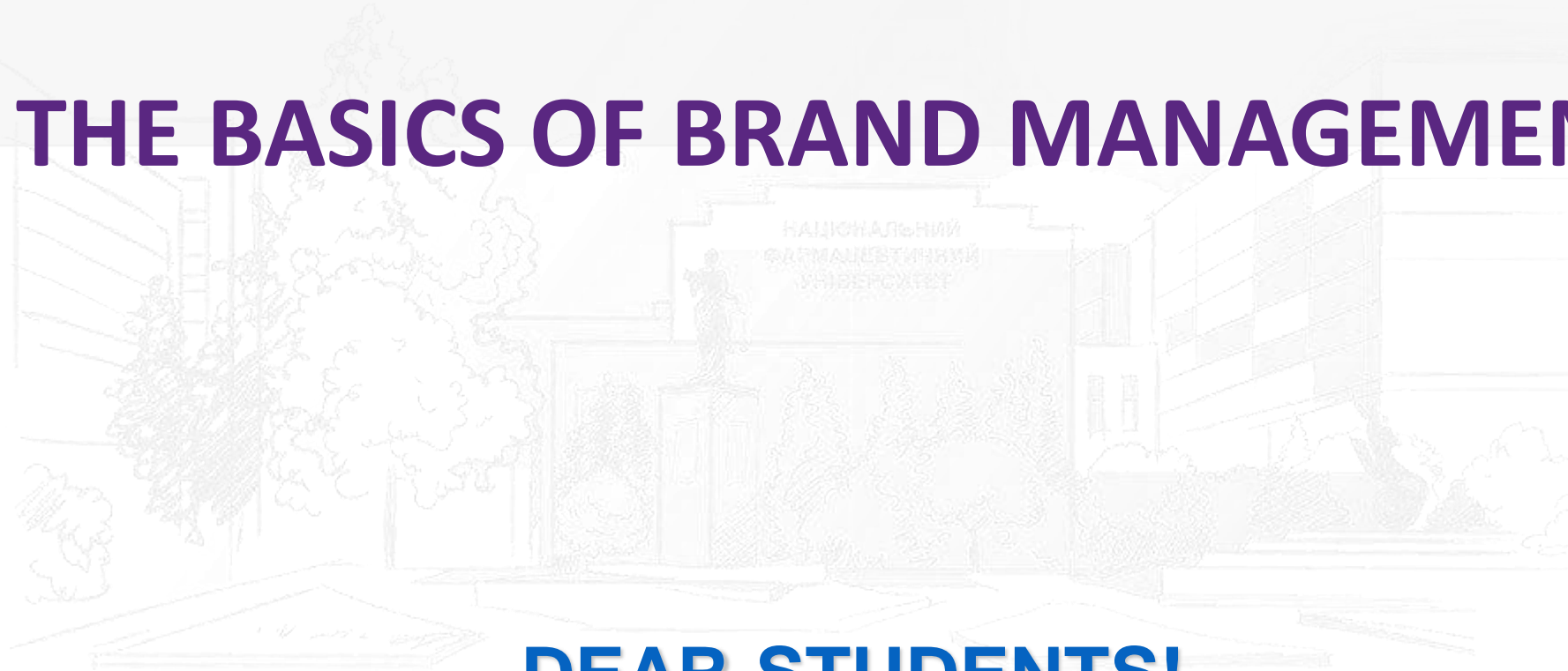


**DEPARTMENT OF PHARMACEUTICAL MANAGEMENT AND MARKETING**

**PRESENTS**

**SELECTIVE EDUCATIONAL COMPONENT**

# **THE BASICS OF BRAND MANAGEMENT**



**DEAR STUDENTS!**



# BASIC CONCEPTS OF BRAND MANAGEMENT

1

**A BRAND** IS A WELL-KNOWN TRADEMARK THAT IS ASSOCIATED WITH CERTAIN EXPECTED BENEFITS AND VALUES IN THE MIND OF CONSUMERS

2

ANY BRAND IS A **TRADEMARK**, BUT NOT EVERY TRADEMARK IS A BRAND!

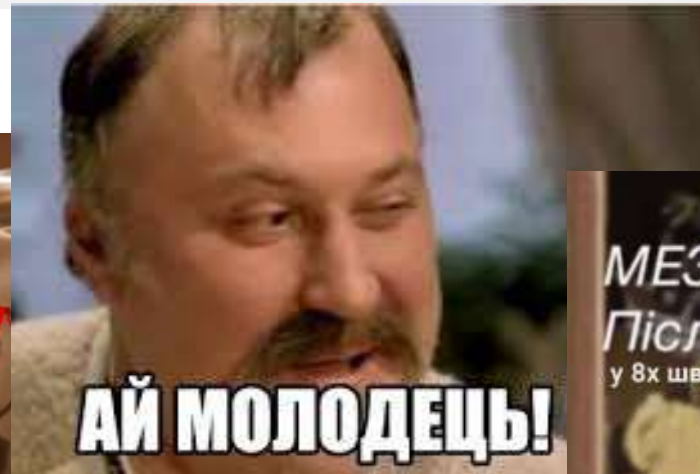
3

**BRAND MANAGEMENT** IS THE FORMATION AND DEEPENING OF PROFESSIONAL COMPETENT KNOWLEDGE AND SKILLS REGARDING THE TECHNOLOGY OF BRAND CREATION AND MANAGEMENT AS IMPORTANT INTANGIBLE ASSETS OF A PHARMACEUTICAL ORGANIZATION.





BRAND means a red-hot iron, a burned-out brand, a manufacturer's mark, imprinting in the memory, that is, a persistent positive attitude towards the brand of a product or service that arises in the buyer when making a purchase decision.



The purpose statement of  
studying the educational  
component



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*is the formation and improvement of higher education students' professional and competent knowledge and skills regarding the technologies of creating and managing brands as important intangible assets of a pharmaceutical organization*

### **Content of the educational component:**

**Content module 1. Theoretical foundations of brand management in pharmacy**

**Topic 1. The essence and meaning of brand management. Pharmaceutical brand concept.**

**Topic 2. Brand development. Legal aspects of brand management.**

**Topic 3. Identity and individuality of brands in pharmacy.**

**Topic 4. Positioning of pharmaceutical brands.**

**Topic 5. Pharmaceutical brand architecture.**

**Content module 2. Brand management in the marketing activities of pharmaceutical market entities**

**Topic 6. Strategic brand communications in pharmacy.**

**Topic 7. Brand management in the pharmaceutical market.**

**Topic 8. Development of pharmaceutical brands.**

**Topic 9. Estimation of the value of pharmaceutical brands.**

**Topic 10. Global brand management.**



## **AFTER STUDYING THE EDUCATIONAL COMPONENT, YOU WILL KNOW:**



- modern concepts of brand management;**
- types of brands and their role in the brand portfolio of pharmaceutical companies;**
- approaches to brand positioning based on strategic market positioning;**
- the basics of brand architecture; principles and basic models of brand management;**
- brand equity assessment methods; modern approaches and models of managerial decision-making in the professional marketing activities of pharmaceutical enterprises**

## **AFTER STUDYING THE EDUCATIONAL COMPONENT, YOU WILL BE ABLE TO:**



- analyze the brand and branding using categories, concepts, terms;**
- analyze various branding strategies and determine their effectiveness;**
- develop brand names, models of branding strategies;**
- analyze the identity, individuality of the brand, segmentation and positioning of the brand;**
- analyze and evaluate the effectiveness of brand management.**



KNOWLEDGE OF BRAND MANAGEMENT WILL PROMOTE THE PASSAGE OF COMPLEX RESEARCH PROFESSIONAL-ORIENTED TRAINING IN MARKETING AND WILL HELP YOU REALIZE YOUR POTENTIAL IN YOUR PROFESSIONAL ACTIVITIES IN THE FIELD OF MARKETING, ADVERTISING IN PHARMACY AND OTHERS INDUSTRIES.



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NUPh



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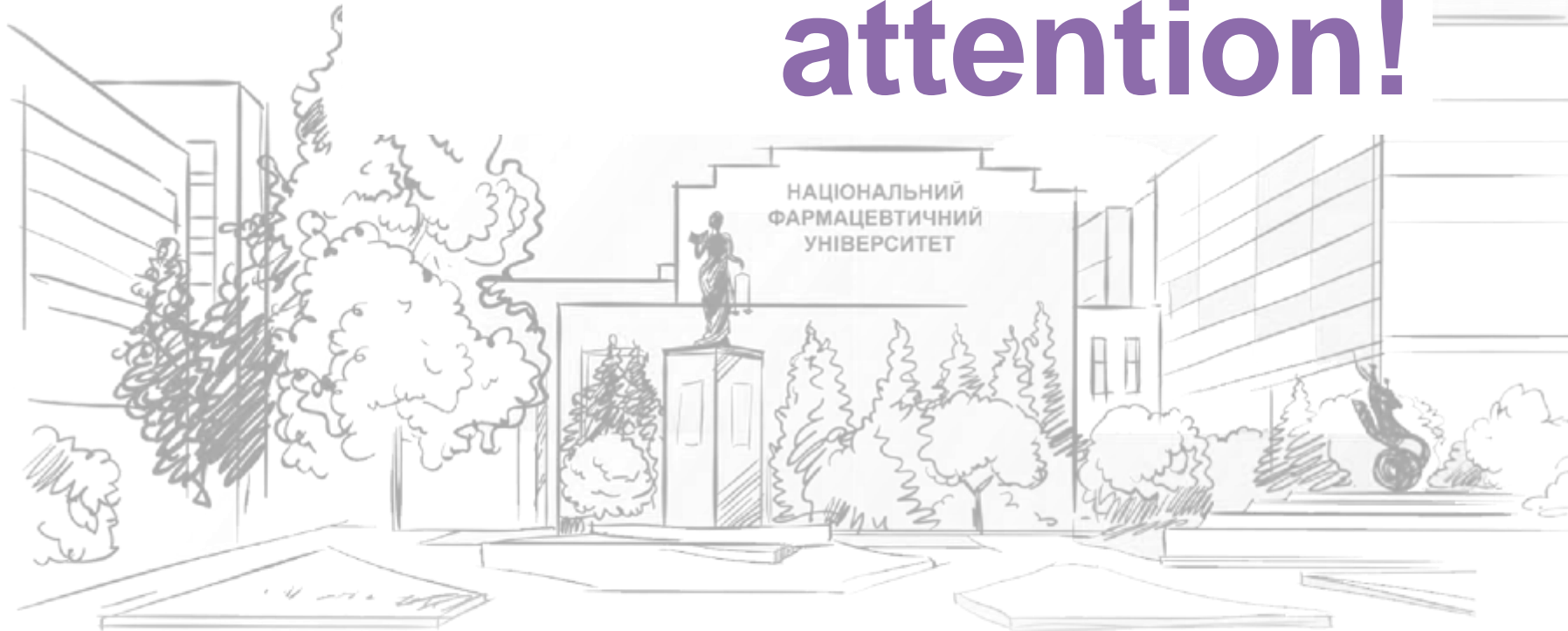


The staff of the Department of  
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# Thanks for your attention!



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