



**MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
Faculty for foreign citizen's education
Department Pharmaceutical Management and Marketing**

THE BASICS OF BRAND MANAGEMENT

(the name of educational component)

**WORK PROGRAM
of educational component**

training for	second (master's) level of higher education
in specialty	226 Pharmacy, industrial pharmacy
field of knowledge	22 Health care
of educational program	Pharmacy

The work program of the educational component «The basics of brand management» in specialty 226 Pharmacy, industrial pharmacy educational program Pharmacy for applicants for higher education 1 year of study.

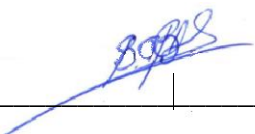
EDUCATIONAL COURSE TEAM:

MALYI Volodymyr – head of Department of Pharmaceutical Management and Marketing, doctor of pharmaceutical science, professor
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Work program has been considered and approved at the Department meeting of Pharmaceutical Management and Marketing

Record from «28» August 2023 №1

Head of the Department



prof. Volodymyr MALYI

Work program has been approved at the meeting of the Methodical Commission on Economic-Management and Social-Humanitarian Disciplines

Record from «05» September 2023 №1

Head of Specialized Committee



prof. Alla NEMCHENKO

1. Description of the educational component

Language of study: English

Status of the educational component: selective

Prerequisites for studying the educational component: The educational component «The basics of brand management» is based on the study by students of higher education of "Introduction to the profession with familiarization practice".

The subject of educational component study «The basics of brand management» is methods, processes, and activities of pharmaceutical market entities for the creation and management of pharmaceutical brands.

Information content of the educational component. 4 ECTS credit 120 hours are assigned to the study of the educational component.

2. Objectives and tasks of the educational component

The purpose of teaching the educational component «The basics of brand management» is the formation and improvement of professional and competent knowledge and skills regarding the technologies of creating and managing brands as important intangible assets of a pharmaceutical organization.

The main tasks of the educational component «The basics of brand management» is acquainting applicants for higher education with the essence and significance of brand management in increasing the competitiveness of pharmaceutical market entities, acquisition with conceptual and methodological knowledge regarding the creation of strong brands in pharmacy.

3. Competence and planned educational outcomes

Educational component «The basics of brand management» ensures the acquisition of applicants for higher education the following **competences**:

integral: The ability to solve problems of a research and/or innovative nature in the field of pharmacy.

general:

GC 01. Ability to abstract thinking, analysis and synthesis.

GC 02. Knowledge and understanding of the subject area; understanding of professional activity.

GC 05. Ability to evaluate and ensure the quality of performed works.

GC 06. Ability to work in a team.

GC 09. Ability to use information and communication technologies

GC 10. The ability to act socially responsibly and civically.

GC 11. Ability to apply knowledge in practical situations, make informed decisions

GC 12. Ability to conduct research at the appropriate level.

professional (special):

PC 2. Ability to collect, interpret and apply data necessary for professional activity, research and implementation of innovative projects in the field of pharmacy.

PC 3. Ability to solve pharmacy problems in new or unfamiliar environments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility.

PC 18. The ability to organize and carry out general and marketing management of assortment, product and innovation, price, sales and communication policies of pharmaceutical market subjects based

on the results of marketing research and taking into account market processes on national and international markets, manage risks in the pharmaceutical supply system.

Integrative final program learning outcomes (PLO), the formation of which is facilitated by the educational component:

PLO 5. To evaluate and ensure the quality and efficiency of activities in the field of pharmacy.

PLO 6. Develop and make effective decisions to solve complex/complex problems of pharmacy personally and based on the results of joint discussion; formulate the goals of one's own activity and the activity of the collective, taking into account public and industrial interests, the general strategy and existing limitations, determine the optimal ways to achieve goals.

PLO 7. Collect the necessary information on the development and production of medicinal products, using professional literature, patents, databases and other sources; systematize, analyze and evaluate it, in particular, using statistical analysis.

PLO 8. Formulate, argue, clearly and concretely convey to specialists and non-specialists information based on one's own knowledge and professional experience, the main trends in the development of world pharmacy and related industries.

PLO 9. To carry out professional activities using information technologies, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 24. To ensure competitive positions and effective development of pharmaceutical organizations, including, taking into account the results of marketing research and market processes at the national and international levels.

As a result of the study of the educational component, the applicant for higher education will be **know:**

- regulatory framework for brand management of pharmaceutical market entities;
- 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;
- basics of brand architecture;
- principles and basic models of brand management;
- methods of evaluating brand capital;
- modern approaches and models of managerial decision-making in the marketing activities of pharmaceutical enterprises;
- classification and formulation of marketing strategies;
- the code of professional conduct and ethics of advertising, legal and ethical aspects of advertising activities of a pharmaceutical organization, the Law of Ukraine "On Advertising", etc.

be able to:

- apply and integrate knowledge in the field of economics, management and marketing;
- develop, implement and adjust the brand strategy;
- identify opportunities for expanding the pharmaceutical brand;
- monitor brand positions on local and international pharmaceutical markets;
- manage the brand portfolio of pharmaceutical companies;
- develop and implement brand communications;
- form and implement the strategy of strengthening, repositioning, rebranding, relaunch (relaunch), consolidation and liquidation of the brand;
- determine the profitability and efficiency of brands in pharmacy;
- timely diagnose marketing problems in the organization, identify and evaluate alternatives and make a final choice; develop a decision implementation plan;
- collect and systematize marketing information for the selection of target markets, measurement and forecasting of demand, positioning of innovative technologies and goods;

- develop marketing strategy implementation plans;
- establish communications with mass media;
- organize, plan and evaluate the results of marketing communications.

4. The educational component structure

Names of content modules and topics	The amount of hours											
	full time study						part time study					
	the whole amount	including					the whole amount	including				
		l.	sem	practical lessons	lab	self-study		l.	sem.	practical lessons	lab.	self-study
Content module 1. Theoretical foundations of brand management in pharmacy												
Topic 1. The essence and meaning of brand management. Pharmaceutical brand concept.	10,5	0,5	2	-	-	8	-	-	-	-	-	-
Topic 2. Brand development. Legal aspects of brand management.	10,5	0,5	2	-	-	8	-	-	-	-	-	-
Topic 3. Identity and individuality of brands in pharmacy.	12,5	0,5	4	-	-	8						
Topic 4. Positioning of pharmaceutical brands.	12,5	0,5	4	-	-	8						
Topic 5. Pharmaceutical brand architecture.	11	1	-	2	-	8						
Control of content module 1	2	-	-	2	-	-	-	-	-	-	-	-
The whole amount of hours for the content module 1	59	3	12	4	-	40	-	-	-	-	-	-
Content module 2. Brand management in the marketing activities of pharmaceutical market entities												
Topic 6. Strategic brand communications in pharmacy.	11	1	-	2	-	8	-	-	-	-	-	-
Topic 7. Brand management in the pharmaceutical market.	11	1	-	2	-	8	-	-	-	-	-	-
Topic 8. Development of pharmaceutical brands.	11	1	-	2	-	8	-	-	-	-	-	-
Topic 9. Estimation of the value of pharmaceutical brands.	11	1	-	2	-	8						

Topic 10. Global brand management.	11	1	-	2	-	8						
Control of content module 2	2	-	-	2	-	-	-	-	-	-	-	-
The whole amount of hours for the content module 2	57	5	-	12	-	40	-	-	-	-	-	-
Semester credit from module 1	4	-	-	4	-	-	-	-	-	-	-	-
Semester exam	-	-	-	-	-	-	-	-	-	-	-	-
The whole amount of hours for the course	120	8	12	20	-	80	-	-	-	-	-	-

5. 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.

Defining the concept of "brand" from the point of view of marketing and consumer psychology. The history of the origin of the trademark. Comparing the content of the concepts brand - trademark. Criteria for determining the conformity of a trademark to the status of a brand. Classification of pharmaceutical brands according to: subject orientation, territorial coverage, scope of application, place in the brand portfolio structure. Corporate brand: essence, features. Commercial brand. Hierarchy of brands. The importance of brands in ensuring the competitiveness of pharmaceutical enterprises. Brand management: concept and essence. Formation of brand management. Goals, tasks, functions and principles of brand management. Formation of the pharmaceutical brand concept. Emergence of the modern concept of brand management. Brand management as a specific function of modern management. Integrated nature of brand management functions. Methods of strategic, operational and administrative-organizational brand management. Organizational forms of brand management.

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

The main attributes of a pharmaceutical brand. Brand structure: tangible and intangible characteristics, rational and emotional benefits. Models of brand creation: brand wheel (Brand Wheel), TTV method, Unilever Brand Key model, A.V. Zozulyova model, Brand Name Development Services stage model of brand building. Naming of pharmaceutical products. Typical mistakes when developing a brand. Brandbook (brandbook) in pharmacy: purpose, main sections. Legal aspects of brand management. Patents and certificates as tools of legal protection and protection of brands in pharmacy. Unfair competition: falsification and imitation of pharmaceutical products. Ways of falsifying brands. Phonetic, color-graphic and plot imitations. Legislation of countries regarding the protection of intellectual property rights. Ukrainian legislation on intellectual property rights. Registration of trademarks of medicinal products in Ukraine.

Topic 3. Identity and individuality of brands in pharmacy.

The concept of brand identity. Brand associations. The identity structure of a pharmaceutical brand. Core and extended identity. The strength and soul of the brand. The main problems of building strong brands in the field of pharmacy. The driving force of the brand. Formation of core identity. The individuality of the pharmaceutical brand. Development of brand identity. Approaches to brand identity in the pharmaceutical market. Multiple identity. Brand identity planning model by D. Aaker. Brand identity model "brand wheel".

Topic 4. Positioning of pharmaceutical brands.

Conceptual approaches to brand positioning. The influence of market segmentation on brand positioning. The role of brand positioning in the consumer market of pharmaceutical products. Types of market positioning of pharmaceutical products and brands. Brand positioning strategies and principles. Functional positioning strategy. Methods of developing brand positioning in pharmacy. An overview of the basic concepts of positioning. Brand repositioning.

Topic 5. Pharmaceutical brand architecture.

Brand architecture: concept, meaning. Organization of brand architecture development in pharmacy. Stages of creating brand architecture. The role of brand architecture in the formation of effective marketing policy of pharmaceutical enterprises. Connection of brand architecture with portfolio strategy. Analysis of the balance of the pharmaceutical company's brand portfolio. Methods of optimizing the brand portfolio of the company. Roles of brands in the portfolio: strategic brand, launch brand, "silver bullet", "cash cow". Levels of brand formation. Brand pyramid: concept, structure. Model of brand perception. The "brand perception" matrix, its main positions. Brand attractiveness factors in pharmacy. Peculiarities of brand building in the modern pharmaceutical market of Ukraine.

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

Topic 6. Strategic brand communications in pharmacy.

The importance of marketing communications in brand building and development. Features of marketing communications for different types of brands. The concept of brand communications. Differences between the concepts of marketing communication and brand communication. Basic principles of brand communication planning. Complex of marketing communications. ATL and BTL technologies of brand communications. Brand image in pharmacy. Corporate identity. Advertising, PR, product placement. Advertising means of promoting pharmaceutical brands on the Internet. Technologies for developing slogans and logos. Font design of brand communication. Brand color.

Topic 7. Brand management in the pharmaceutical market.

Formation of brand management strategies. Strategic tasks of brand management in pharmacy. Approaches to brand management. Brand management functions. Brand management tools. Models of brand management: the model of A.A. Dlygacha, the "other side of the moon" model. Management of brands in accordance with the marketing mix. Vintage capital: concept, essence. Models of vintage strategies. Rational and emotional aspects of vintage strategies. Global value rankings of pharmaceutical brands. Factors for strengthening brand positions. Anti-crisis brand management in pharmacy.

Topic 8. Development of pharmaceutical brands.

Reasons for the development of a pharmaceutical brand. Directions of brand development: expansion and stretching. Brand development models: linear brand extension, creation of a new brand in its category, "leap to the side": development under its own name in another category, creation of a new brand in a new category. Strategies and methods of pharmaceutical brand development. Brand Development Index (BDI). Ways of "reanimation" of the brand: relaunch, rebranding, repositioning, restyling, revitalizing, merger of brands. The life cycle of a pharmaceutical brand. Brand audit.

Topic 9. Estimation of the value of pharmaceutical brands.

A brand as an intangible asset of a pharmaceutical organization that contributes to its capitalization and increase in value. Approaches to evaluating the value of brands. Metrics for evaluating the value of a pharmaceutical brand. Brand value determination models: Brand Asset Valuator model, D. Aaker's model, brand resonance pyramid. Brand valuation methods: cost, market, income. Methods of evaluating the value of the InterBrand company brand. Global value rankings of pharmaceutical brands.

Topic 10. Global brand management.

The concept of a global brand. Global brand image. Factors contributing to the development of global brand management. Advantages and disadvantages of global brand management. Globalizing Pharmaceutical Brand Attributes. The process of globalization of brands. Brand globalization matrix. Peculiarities of brand creation and promotion on the international pharmaceutical market.

Semester module supervision semester credit

6. Topics of lectures

№	Name of topic	The amount of hours	
		full time study	part time study
1	The essence and meaning of brand management. Pharmaceutical brand concept.	0,5	-
2	Brand development. Legal aspects of brand management.	0,5	-
3	Identity and individuality of brands in pharmacy.	0,5	-
4	Positioning of pharmaceutical brands.	0,5	-
5	Pharmaceutical brand architecture.	1	-
6	Strategic brand communications in pharmacy.	1	-
7	Brand management in the pharmaceutical market.	1	-
8	Development of pharmaceutical brands.	1	-
9	Estimation of the value of pharmaceutical brands.	1	-
10	Global brand management.	1	-
The whole amount of hours		12	-

7. Topics of seminars

№	Name of topic	The amount of hours	
		full time study	part time study
1	The essence and meaning of brand management. Pharmaceutical brand concept.	2	-
2	Brand development. Legal aspects of brand management.	2	-
3	Identity and individuality of brands in pharmacy.	4	-
4	Positioning of pharmaceutical brands.	4	-
5	Pharmaceutical brand architecture.	-	-
6	Control of content module 1	-	-
7	Strategic brand communications in pharmacy.	-	-
8	Brand management in the pharmaceutical market.	-	-
9	Development of pharmaceutical brands.	-	-
10	Estimation of the value of pharmaceutical brands.	-	-
11	Global brand management.	-	-
12	Control of content module 2	-	-
13	Semester credit from module 1	-	-
The whole amount of hours		12	-

8. Topics of practical lessons

№	Name of topic	The amount of hours	
		full time	part time

		study	study
1	The essence and meaning of brand management. Pharmaceutical brand concept.	-	-
2	Brand development. Legal aspects of brand management.	-	-
3	Identity and individuality of brands in pharmacy.	-	-
4	Positioning of pharmaceutical brands.	-	-
5	Pharmaceutical brand architecture.	2	-
6	Control of content module 1	2	-
7	Strategic brand communications in pharmacy.	2	-
8	Brand management in the pharmaceutical market.	2	-
9	Development of pharmaceutical brands.	2	-
10	Estimation of the value of pharmaceutical brands.	2	-
11	Global brand management.	2	-
12	Control of content module 2	2	-
13	Semester credit from module 1	4	-
The whole amount of hours		20	-

9. Topics of laboratorial lessons

They are not provided for by the work program

10. Self-study work

№	Name of topic	The amount of hours	
		full time study	part time study
1	The essence and meaning of brand management. Pharmaceutical brand concept.	8	-
2	Brand development. Legal aspects of brand management.	8	-
3	Identity and individuality of brands in pharmacy.	8	-
4	Positioning of pharmaceutical brands.	8	-
5	Pharmaceutical brand architecture.	8	-
6	Strategic brand communications in pharmacy.	8	-
7	Brand management in the pharmaceutical market.	8	-
8	Development of pharmaceutical brands.	8	-
9	Estimation of the value of pharmaceutical brands.	8	-
10	Global brand management.	8	-
11	Semester credit from module 1	-	-
The whole amount of hours		80	-

Tasks for self-study work

1. Prepare an essay on the topic: "Brands and society: problems of social responsibility-y of pharmaceutical companies."
2. Give examples of existing successful and unsuccessful trademarks on the Ukrainian and global pharmaceutical markets and prepare a presentation using Microsoft PowerPoint based on the results.
3. Prepare an essay on the topic: "History of the development of global pharmaceutical brands."
4. Give examples of well-known brands on the pharmaceutical market.
5. Compile and analyze the brand hierarchy of a certain pharmaceutical company.

6. Prepare an essay on the topic: "Problems of trademark infringement in Ukraine and the world."
7. Analyze information about the specifics of the organizational form of management of a specific pharmaceutical brand or brand portfolio and, based on the results, prepare a presentation using Microsoft PowerPoint.
8. To evaluate the effectiveness of the brand management service of a specific pharmaceutical enterprise.
9. Prepare an essay on the topic: "The main attributes of a pharmaceutical brand."
10. 1 To determine, on the example of specific pharmaceutical brands, typical errors of their creation.
11. To analyze the history of identity, positioning and implementation of brands on the pharmaceutical market using specific examples.
12. To analyze the main components of the identity of specific pharmaceutical brands: the brand as a product, the brand as an organization, the brand as an individuality, the brand as a symbol.
13. Compile a list of well-known domestic and foreign brands of medicinal products and rank them in order of decreasing attractiveness.
14. To assess the degree of attachment to the trademarks of a certain pharmaceutical product.
15. To determine the individuality and imagery of logos of well-known pharmaceutical brands.
16. Determine the competitive position of pharmaceutical product brands.
17. Prepare an essay on the topic: "Brand architecture in the formation of an effective marketing strategy of a pharmaceutical enterprise."
18. Develop a name and logo for a manufacturer of a certain pharmaceutical product.
19. To analyze the elements of corporate style in pharmacy.
20. To analyze the advertising materials of manufacturers of cosmetic products and to determine the communicative effectiveness of the influence of the slogans of famous brands on consumer behavior.
21. Prepare an essay on the topic: "Development of branding strategies at a pharmaceutical enterprise."
22. To determine brand strategies for the positioning of pharmaceutical brands.
23. Conduct a SWOT analysis of well-known pharmaceutical brands.
24. Describe the technologies for creating and expanding brands in pharmacy.
25. Analyze the positions of various brands on the domestic pharmaceutical market.
26. To propose rebranding strategy options for specific brands of pharmaceutical products.
27. Prepare an essay on the topic: "Types and features of mergers and acquisitions of pharmaceutical companies."
28. Evaluate the value of domestic and global pharmaceutical brands according to the Brand Report scheme.
29. Prepare an essay on the topic: "Advantages and disadvantages of multifactor methods for evaluating the value of brands."
30. Determine and compare the individuality and imagery of logos on the example of well-known global pharmaceutical brands.

11. Criteria and evaluation order of educational outcomes

Evaluation of current educational activity (carried out during each lesson) - control of theoretical knowledge, practical skills and abilities. When mastering each topic of the educational component for the current educational activity, higher education applicants are awarded points for all types of activities, which are summed up at the end of studying the module.

A higher education applicant has to receive 3-5 points for each topic.

The following evaluation system is to assess each topic:

System of estimation, points	Criteria
0-2	applies to a higher education applicant who: <ul style="list-style-type: none"> revealed serious gaps in knowledge of the main material, made fundamental mistakes; could not complete practical and situational tasks, did not issue a work log
3	applies to a higher education applicant who: <ul style="list-style-type: none"> revealed sufficient, but shallow knowledge of the main program material when answering a theoretical question orally or in writing; performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently, but made minor mistakes in arithmetic calculations, etc.
4	applies to a higher education applicant who: <ul style="list-style-type: none"> showed full knowledge of the program material when answering orally or in writing to a theoretical question provided at the level of similar reproduction, but made some minor mistakes; performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors;
5	applies to a higher education applicant who: <ul style="list-style-type: none"> showed comprehensive, systematized, in-depth knowledge of the program material when answering theoretical questions orally or in writing, knows how to correctly interpret the obtained results; to demonstrate knowledge of basic and additional literature provided for at the level of creative use; performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors

Control of content modules 1-2. Only higher education applicants who have completed all types of work provided for in the curriculum are allowed to control of content modules. Written control is a means of diagnosing the knowledge of higher education applicants.

The following evaluation system is used during the control of content modules:

CM1	CM2	Criteria
0-15	0-15	applies to a higher education applicant who: <ul style="list-style-type: none"> revealed serious gaps in knowledge of the main material, made fundamental mistakes; could not complete practical and situational tasks, did not issue a work log
16-18	16-18	applies to a higher education applicant who: <ul style="list-style-type: none"> revealed sufficient, but shallow knowledge of the main program material when answering a theoretical question orally or in writing; performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently, but made minor mistakes in arithmetic calculations, etc.
19-22	19-22	applies to a higher education applicant who: <ul style="list-style-type: none"> showed full knowledge of the program material when answering orally or in writing to a theoretical question provided at the level of similar reproduction, but made some minor mistakes; performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors;
23-25	23-25	applies to a higher education applicant who:

	<ul style="list-style-type: none"> • showed comprehensive, systematized, in-depth knowledge of the program material when answering theoretical questions orally or in writing, knows how to correctly interpret the obtained results; to demonstrate knowledge of basic and additional literature provided for at the level of creative use; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors
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The higher education applicant must receive 15-25 points for control of CM1 and CM2. The control of the CM1 and CM2 is considered not passed if a higher education applicant scored less than 16.

The grade for each content module is the sum of points received during the study of all topics and test control.

Points for module 1 "The basics of brand management" consist of points for content modules 1 and 2.

Distribution of points in the educational component

Content modules	Minimum number of points	Maximum number of points
CM 1	30	50
CM 2	30	50
Total for module 1	60	100

Scheme of accrual and distribution of points by the topics

Current testing and self-study work												Amount
Content module 1					CM 1	Content module 2					CM 2	
T1	T2	T3	T4	T5		T6	T7	T8	T9	T10		
5	5	5	5	5	25	5	5	5	5	5	25	100

Note: T₁, T₂ ... T₅ – topics of the educational component

Evaluation scale of the educational component: national and ECTS

The sum of points for all types of educational activities	ECTS	National scale
90 – 100	A	passed
82-89	B	
74-81	C	
64-73	D	
60-63	E	
35-59	FX	not passed with the possibility of repass
0-34	F	not passed with mandatory repeated study of the educational component

12. Forms of progress and semester supervision of academic achievements

Semester control is carried out in the form of a semester credit.

13. Methodological support

1. Work program of the educational component.
2. Methodical materials for electronic presentations of lectures.
3. Methodical recommendations for seminar and practical classes and independent work.
4. List of theoretical control questions of content modules 1-2.
5. Tickets for control of content modules 1-2.

14. Reading suggestions

The main reading suggestions

1. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv: Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R). – 2,5 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.

2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R). – 3,7 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label

Supplementary reading suggestions

1. Blackett T. Brand Medicine: The Role of Branding in the Pharmaceutical Industry / T. Blackett, R. Robins. – New York: Palgrave Macmillan, 2015. – 336 p.

2. Brand Concept Maps: A Methodology for Identifying Brand Association Networks / J. D. Roedder, B. Loken, K. Kim, A. B. Monga // J. of Marketing Research. – 2016. – Vol. 43, № 4. – P. 549–557.

3. Gobe M. Emotional Branding / M. Gobe. – New York : Allworth Press, 2017. – 319 p.

4. Heilman C. M. The Evolution of Brand Preferences and Choice Behaviors of Consumers New to a Market / C. M. Heilman, D. Bowman, G. P. Wright // J. of Marketing Research. – 2013. – Vol. 37, № 2. – P. 139–155.

5. Understanding What’s in a Brand Rating: A Model for Assessing Brand and Attribute Effects and Their Relationship to Brand Equity / W. R. Dillon, T. J. Madden, A. Kirmani, S. Mukherjee // J. of Marketing Research. – 2017. – Vol. 38, № 4. – P. 415–429.

Wheeler A. Designing Brand Identity / A. Wheeler. – New Jersey : John Wiley & Sons, 2018. – 229 p.

15. Electronic resources, including the Internet

1. www.lib.nuph.edu.ua - NUPh Library

2. <https://www.ama.org/> - American Marketing Association

3. <https://www.marketingjournal.org/> The Marketing journal

4. <https://interbrand.com/> - Interbrand has been the world’s leading brand consultancy, for over 40 years – having pioneered iconic work and forged many of the brand building tools that are now commonplace.

5. <https://brandirectory.com/> - Brandirectory (brand valuation, research and insights from brand finance).