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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

BRANDING IN INTERNATIONAL COMPANIES

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 AND BUSINESS

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Branding in International Companies" is part of the Master's program "International Marketing and Business" under 38.04.02 "Management" and is studied in the 1st semester of the 1st year. It is implemented by the Marketing Department. The discipline consists of 2 sections and 6 topics, aimed at familiarizing students with the principles and methods of marketing brand management in international companies and making marketing decisions in branding at strategic and tactical levels.

The goal of mastering the discipline is to provide an understanding of marketing decision-making methods in brand management and their alignment with overall corporate strategies. The course includes real-world examples to promote active learning and develops a holistic understanding of marketing analysis tools for brand management, fostering systemic and synergistic thinking.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Branding in International Companies" 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 controlling the marketing activities of an international company	PC--6.1 Knows the stages of international strategic 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 "Branding in International Companies" belongs to the part formed by participants in 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 "Branding in International Companies".

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		<i>Regulation of Marketing Activities in International Markets**;</i> <i>Service Marketing**;</i> <i>Macromarketing**;</i> 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

The total workload of the discipline "Branding in International Companies" is 4 credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

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	academic hours	144	144
	credits	4	4

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Module Number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Раздел 1	Basics of International Brand- management.	1.1	Brand management. Brand and trademark.	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	he principles of brand positioning in international markets. Cultural aspects of brand positioning pincipals.	LC, S
Раздел 2	Brand-management in international companies	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 planning 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, 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 reading:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Kevin Lane Keller, Vanitha Swaminathan, Pearson, 2019

2. Starov S.A. Brand Management: textbook. 4th ed., revised. — St. Petersburg: Publishing House of St. Petersburg University, 2021. — 557 p.

Additional reading:

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/](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 "Branding in International Companies"

* 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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Nikolai Alexandrovich Perepelkin

position, department

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