

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Principles of Marketing

- **Basic Information:**

Course Name	Trade Mark Management
Course ID	BM764
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Midterm Exam	-
Exam	75 min
Registered Sessions Workload	14
Synchronized Session Workload	14
Credit Hours	28

- **Pre-Requisites:**

Course	ID
None	

- **Course General Objectives:**

The course aims to clarify the concept and value of the brand and identifying the sources of building a positive value for the brand, starting with brand awareness to the brand's associations, perceived brand quality and brand loyalty. It also aims to identify ways of selecting and building brand elements as well as brand promotion strategies.

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- **Intended Learning Outcomes (ILO):**

Code	Intended Learning Outcomes
ILO1	Understand brand concept
ILO2	Find out what brand value and its elements are
ILO3	Learn the steps to build a strong brand
ILO4	Understand the types of brand associations
ILO5	Identify the most important theories of brand loyalty
ILO6	Identify the perceived quality of the brand
ILO7	Understand how to select brand elements
ILO8	Understand how to design marketing programs to enhance brand value
ILO9	Understanding the mechanism of developing integrated marketing communications that enhances the value of the brand
ILO10	Learn to measure the sources and value of the brand
ILO11	Identify strategies to promote brand value

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ILO12	Learn strategies for trademark renewal and revocation
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- **Course Syllabus** (28 hours of total synchronized sessions; 28 hours of total Recorded Sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter 1: brand concept			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO2	Chapter 2: brand Equity and its elements			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO3	Chapter 3: the steps to build a strong brand			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO4	Chapter 4: brand associations			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated

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ILO5	Chapter 5: brand loyalty			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO6	Chapter 6: perceived quality of the brand			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO7	Chapter 7: selection of brand elements			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO8	Chapter 8: designing marketing programs to enhance brand value			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO9	Chapter 9: developing integrated marketing communications that enhances the value of the brand			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO10	Chapter 10: measuring the sources and value of the brand			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars	The theoretical and practical sections are integrated

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				<input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO11	Chapter 11: strategies to leverage brand value			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO12	Chapter 12: strategies for brand renewal and revocation			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated

• Assessment Criteria (Related to ILOs)

ISC			Ex	Exams		Rpt	Reports
PF2F			PW				

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	brand concept		X	X	X		X
ILO2	brand equity and its elements		X	X	X		X
ILO3	the steps to build a strong brand		X	X	X		X
ILO4	the types of brand associations		X	X	X		X

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ILO5	brand loyalty		X	X	X		X
ILO6	the perceived quality of the brand		X	X	X		X
ILO7	Selection of brand elements		X	X	X		X
ILO8	Designing of marketing programs to enhance brand equity		X	X	X		X
ILO9	developing integrated marketing communications that enhances the value of the brand		X	X	X		X
ILO10	measuring the sources and value of the brand		X	X	X		X
ILO11	strategies to leverage brand equity		X	X	X		X
ILO12	strategies for brand renewal and revocation		X	X	X		X

7-Practice Tools:

Tool Name	Description
NA	

8-Main References

Aaker, D. A.(1991) Managing brand equity: capitalizing on the value of a brand name. New York: The Free Press.

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Aaker, D. A. (1996) **building strong brands**. New York :The Free Press.

Keller, K. L. (2013) **Strategic brand management: building, measuring, and managing brand equity**, 4th Edition, Upper Saddle River, NJ: Prentice Hall.

9-Additional ReferencesN

Clow, K., and Baack, D. (2010) **Integrated advertising, promotion, and marketing communications**. 4th edition, Upper Saddle River NJ: Pearson

Keller, K. L. (1993) "Conceptualizing, measuring, and managing customer-based brand equity", **Journal of Marketing**, Vol.57, January, pp.1-22.

Keller, K. L. (2003) "Brand synthesis: the multidimensionality of brand knowledge", **Journal of Consumer Research**, Vol.29, March, pp.595-600.