

Ministry of Education and Science of Ukraine

Kharkiv National University of V. N. Karazin

BRAND MANAGEMENT:

REFERENCE LECTURE NOTES

for specialties students

075 «Marketing», 073 «Management of foreign trade activities»

Kharkiv, 2020

Brand management: reference lecture notes / for specialties students

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Educational and methodical publication aimed at organizing lecture lessons in an interactive training form for future masters in marketing (specialties 075 «Marketing», 073 «Management of foreign trade activities»). Basic theoretical provisions of branding presented in sufficient quantity. The materials of the abstract are presented in an accessible form for perception, which rationalizes the use of lecture hours and increases the efficiency of student learning, improving the quality of the visual perception of the lecture material.

For students of higher educational institutions of the specialties 075 «Marketing», 073 «Management of foreign trade activities», Postgraduates, lecturers and practitioners, who are interested in creating and promoting the brand, methods of estimating its value, as well as integrated venture capital management on the micro and macro levels.

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GUIDEINES FOR WORKING WITH THE REFERENCE NOTES

In classical marketing developed the theory of trade mark, brand and branding, presented concept of brand equity of the commodity producer (supplier), legal protection of the trademark is provided. The tasks of the development of a socially oriented economy raise a layer of scientific problems that require a solution to reflect the social component on the micro and macro level management of the national economy, in which areas to assess the impact of social management effects. Solving these problems combines aspects of economic, social, psychological. For the future, the marketing specialist should study the system of special training courses in economics and mathematics, and the Branding Master's program will enable masters in marketing to gain theoretical knowledge and practical skills in risk management in the management of modern brands and the creation of brand equity.

Reference lecture notes contains a list of recommended literature and a glossary of basic concepts, understanding of which is necessary for the proper performance of practical work.

Structure of lecture notes: schematic representation of the theoretical part, test tasks and control questions for self-examination.

The materials of the abstract are presented in an accessible form for perception, which rationalizes the use of lecture hours and increases the efficiency of students' learning of information, improving the quality of visual perceptions of lecture material.

THEME 1.

ESSENCE AND METHODOLOGICAL BASES OF BRANDING

Plan

- 1.1. The brand concept
- 1.2. Features of forming a brand as a marketing product
- 1.3. Justification of the relevance and feasibility of a brand
- 1.4. Features of promotion of the brand

1.1. The brand concept

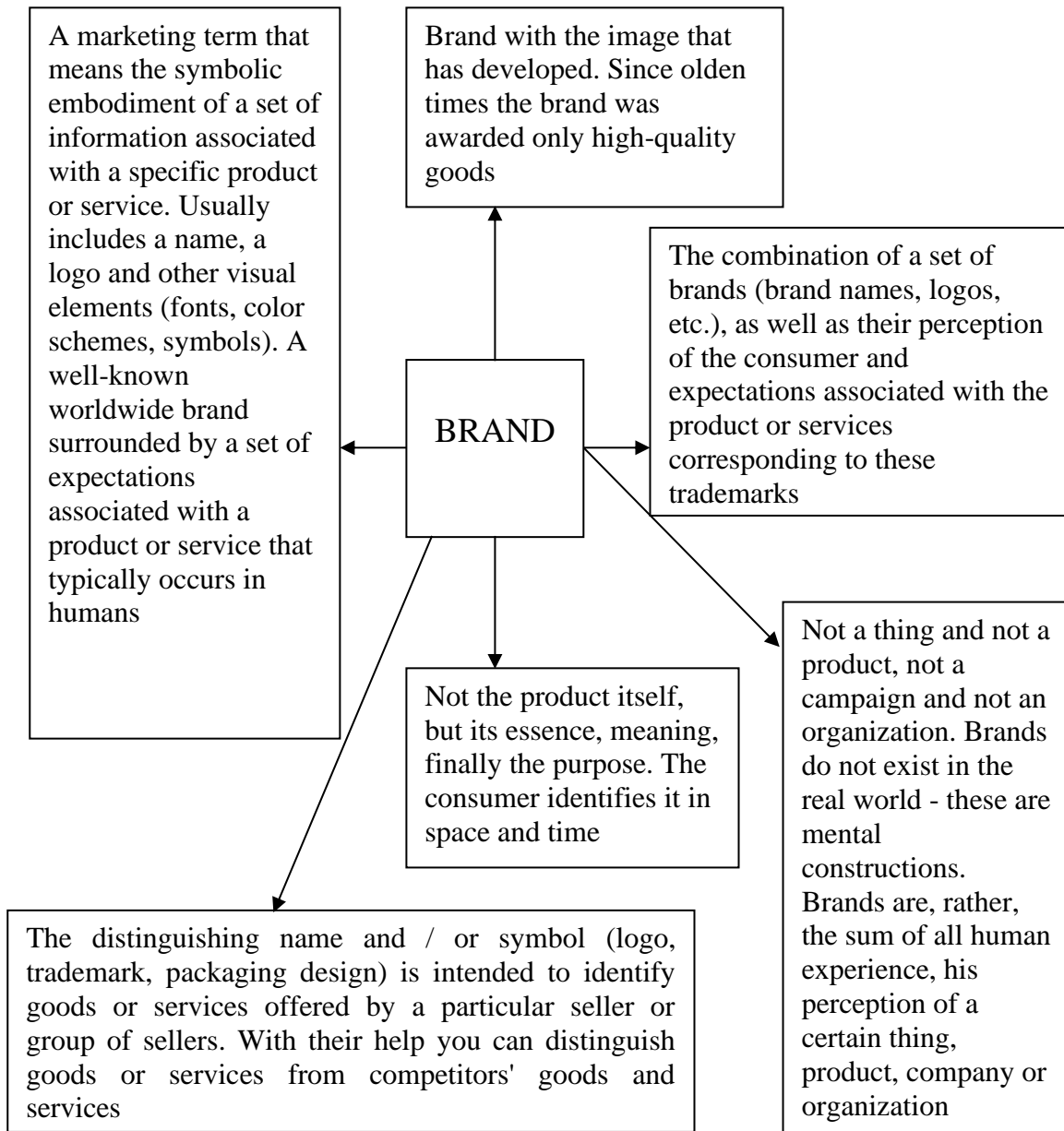
Modern consumer market – _____

Development of brand concept

Stage	Period	Terms and concepts	The main function of the brand
1.	End of the 19th century	Company logo	Certificate of authenticity of origin of goods
2.	10-i – 30-i pp. XX ст.	Brand name, trademark	Promises a wide range of consumer properties and characteristics
3.	40–50-ти pp. XX ст.	Trademark, brand, unique trade offer	Guarantee of the presence in the goods of a certain property, which provides an advantage over competitors
4.	60–70-ти pp. XX ст.	Brand, brand image	Complex of characteristics of a product or company
5.	80-ти pp. XX ст.	Brand, brand positioning	Synthesis of knowledge, beliefs, emotional projections related to the individuality of a product or company

Brand – _____

Consider different interpretations of the term "brand":



Commodity Brands (Consumer Products)– _____

Service brands (those that are not perceived by the touch, that is, services) –

Personal Brands (that is, a specific person as a brand) – _____

Organizational brands (corporate brands, charitable activities, political parties) – _____

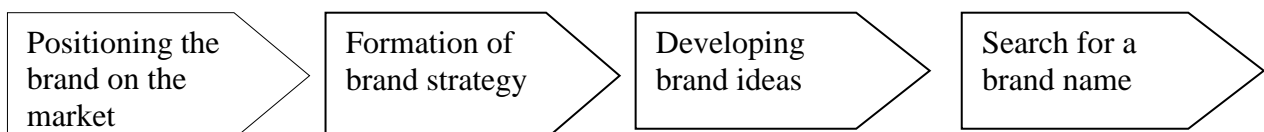
Brands of events (concerts, tours, automobile races) – _____

Geographic brands (countries, cities, resorts) – _____

1.2. Features of forming a brand as a marketing product

Brand formation – _____

The process of forming a brand consists of the following stages:



In order to form a successful brand it is worth paying attention to the brands that are present in the same segment of the market. This will allow: First, avoid duplication of an existing brand on

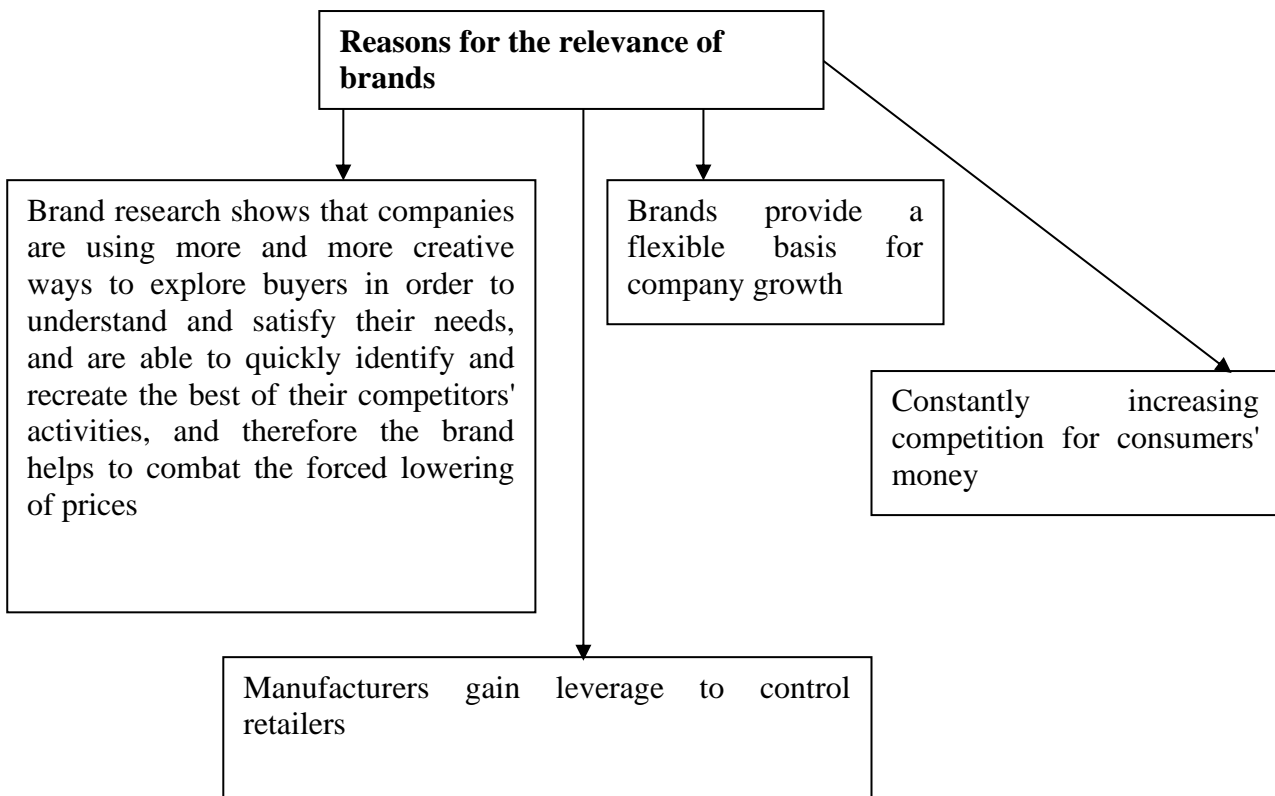
the market, and secondly, take into account mistakes, and thirdly, may push the original idea. After the name of the brand appears, before the market is an obligatory stage is its preliminary testing.

Brand testing – _____

1.3. . Justification of the relevance and feasibility of a brand

The essence of the modern role of the brand –

Reasons for the relevance of brands



Cases of expediency of accurate estimation of the cost of a brand

Cases of expediency of accurate estimation of the cost of a brand

During business operations or parts thereof. In this case, an accurate estimate of the brand value allows you to make the right decision regarding the expediency of acquiring or profitability of the sale of assets. The justification of the cost of a brand is also required in case of its introduction, by the decision of the founders, as a contribution to the authorized capital of another company. Also, without the valuation of intangible assets, along with the inventory of property, it is impossible to assign the correct payments when transferring enterprises to the lease.

In the event of product promotion to the foreign market or entering the IPO and negotiating with potential strategic investors, to consolidate other, often weak arguments, as well as when redemption of shares from shareholders.

To control the cost of advertising and marketing, to adequately allocate budgets allocated to the appropriate goals. Monitoring the brand value allows the company's management to evaluate the success or failure of communication strategies and make informed conclusions about the degree of efficiency of the effort expended and the resources used, that is to ascertain, how much do they justify their contributions to an advertising company to promoting the brand. However, judging the economic efficiency of deposits in marketing is more convenient by measuring such indicators as credentials, loyalty, intent to buy, mobility, the brand's share in the market and the dynamics of its changes

In the process of licensing, with the development of franchising. When a company transfers the right to use its trademark (brand) to another organization, it is compelled to evaluate it to charge the real fee for the provision of such a service.

In the case of borrowing a loan on the security of its brand after evaluating its market value.

When placing on an accounting record. In most developed countries, the brand value may be included in the balance sheet as an asset of the company at the level of production equipment or real estate. In December 1997, the UK Accounting Standards Board approved forms of financial reporting, Financial Reporting Standards 10 and 11, in which companies should evaluate their brands in a single method. The goal is to show that intangible assets, including brands, have a direct impact on the company's income and expenses

1.4. Features of promotion of the brand

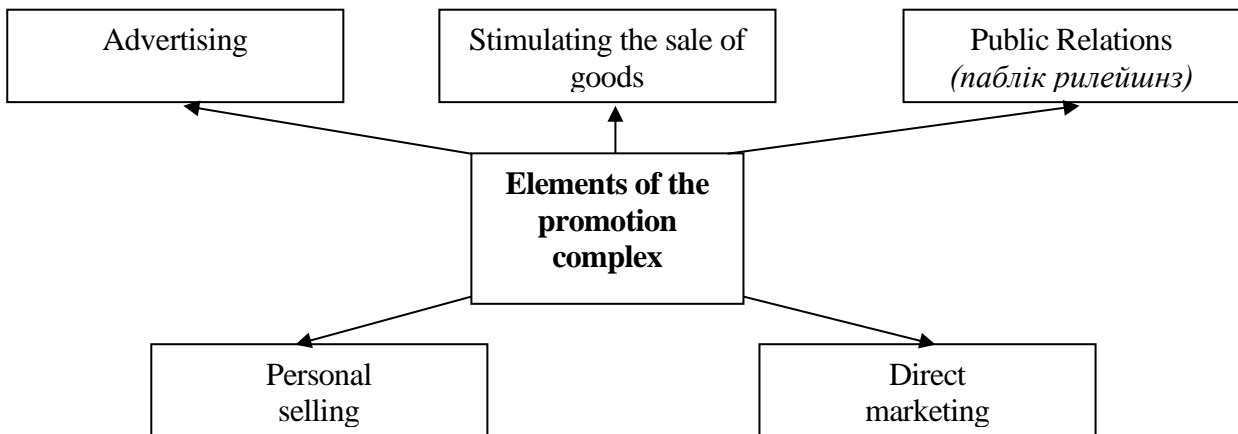
Promotion of the brand – _____

«Word of mouth» – _____

Communication promotion – _____

Sponsorship – _____

Elements of the brand promotion complex:



The process of developing a brand promotion complex – _____

Strategy of the brand promotion complex – _____

THEME 2.
CONTENT ATTRIBUTES OF BRANDS

Plan

- 2.1. Substantive characteristics of the brand
- 2.2. Individuality of the brand
- 2.3. Essence attributes of brands

2.1. Substantive characteristics of the brand

Brand name – _____

Brand logo – _____

Copyright – _____

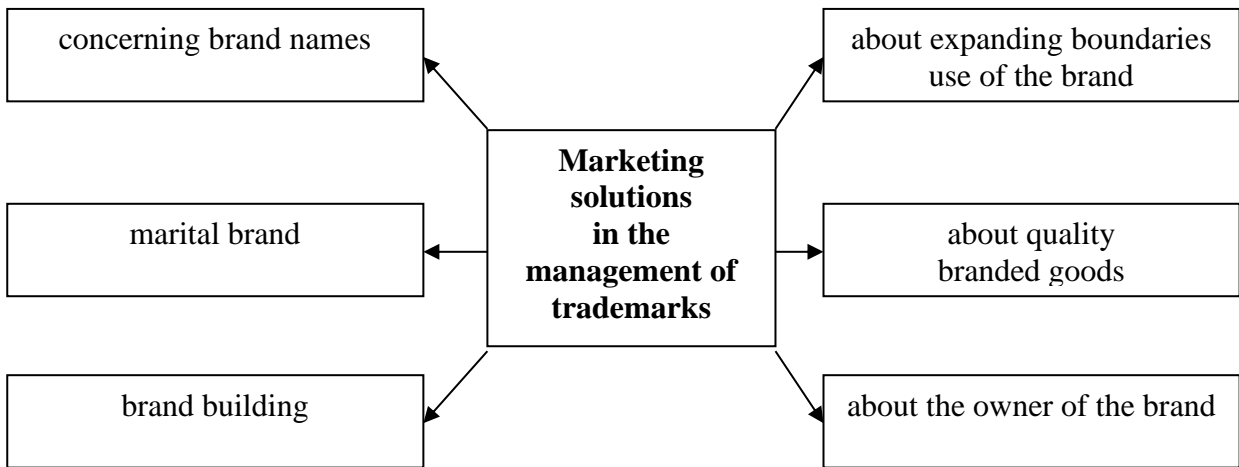
Trademark – _____

In the narrow sense, a trademark is a set of external attributes that distinguish a product (service) or a company among its competitors. But this concept is used and as broader, which includes the whole complex of ideas about the company - from image to reputation.

Interpretation of the notion of trademark

Author (or document)	Interpretation of the concept
Aaker D.	A set of assets such as the popularity of the brand, loyal customers, perceived quality and associations associated with the brand, as well as other components (patents, trademarks and relationships in the channels of goods) that add (or reduce) the value of the proposed product
Domnin V.N.	It is a collection of material (real) and intangible (elusive) characteristics of the goods (services) that form the consciousness of the consumer and determine the place of the economic entity (enterprise) in the market
Rudelius V.	Any word or means (image, form, sound or color) used to distinguish the products of one company from competitor products
Doyle P.	Name, signature, symbol, project or combination thereof, intended to identify a product or service and differentiate it from competitors
Shiv Charles D.	Name, image, sign, symbol, picture, as well as their combination, to distinguish the product (service) or their manufacturers and sellers from competitors
Scott M. Davis	An intangible, but at the same time an extremely important component of the company's activities, what it symbolizes
Law of Ukraine "On the Protection of Rights to Trademarks for Goods and Services"	The object of copyright and intellectual property, a trademark, a logo, a sign for goods and services, is registered in a statutory procedure

The process of managing trademarks should contain the following marketing decisions:



Decision:

Concerning brand names— _____

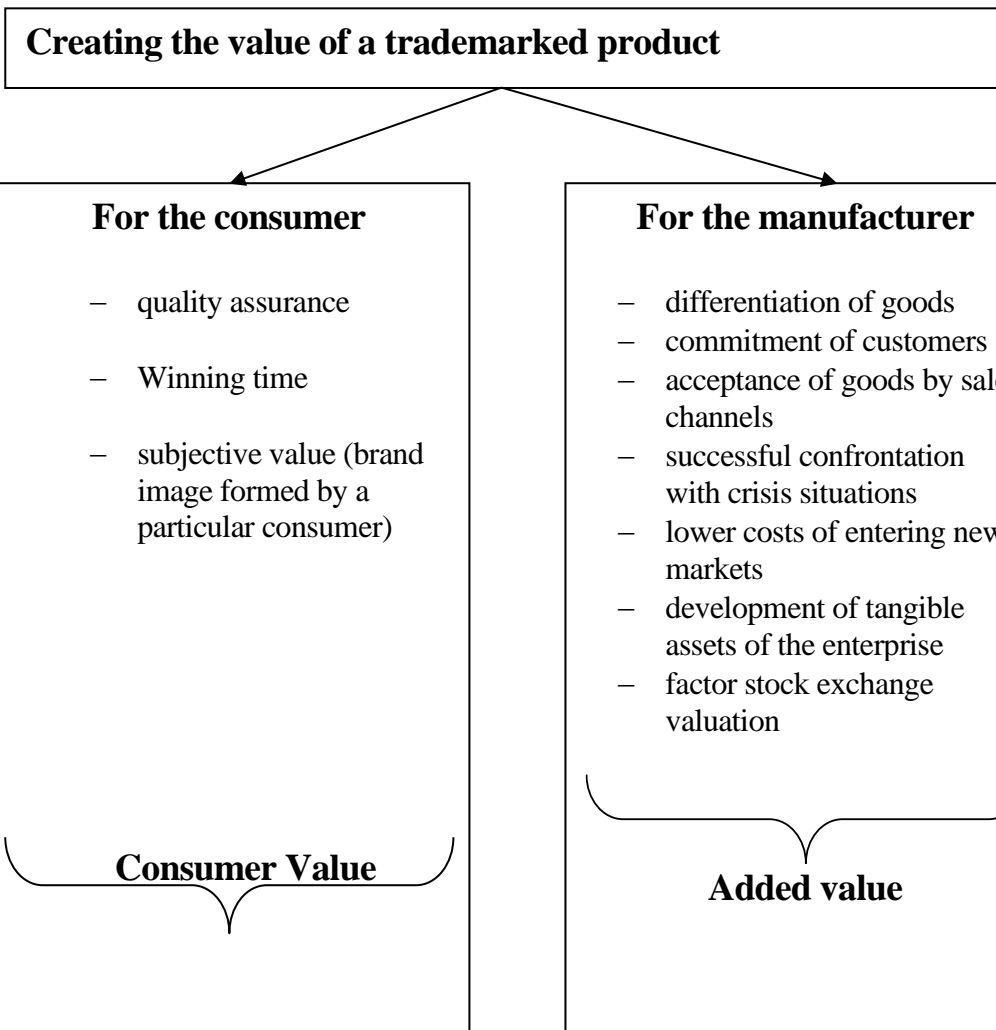
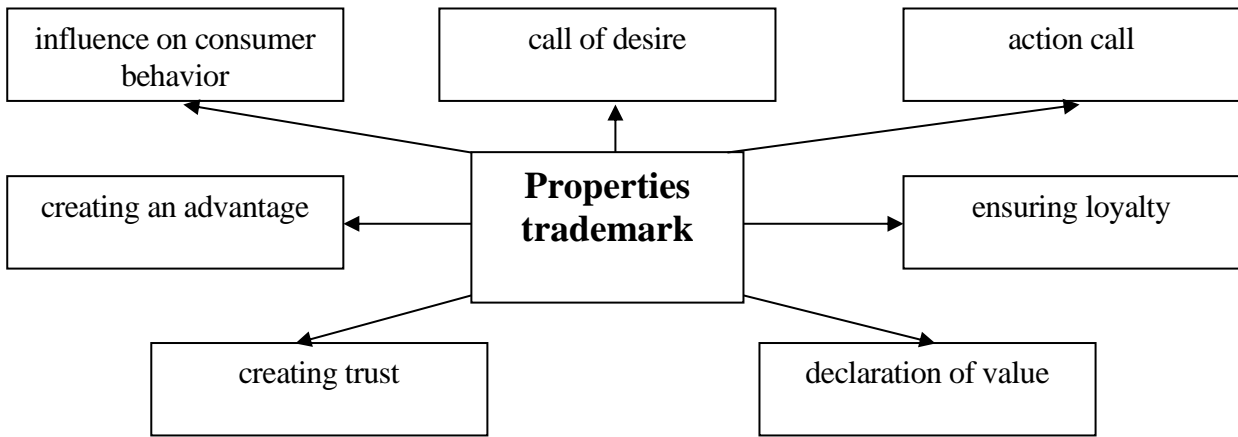
About the owner of the brand — _____

About quality branded goods— _____

Marital brand— _____

About expanding boundaries use of the brand— _____

Brand has a number of features:



2.2. Individuality of the brand

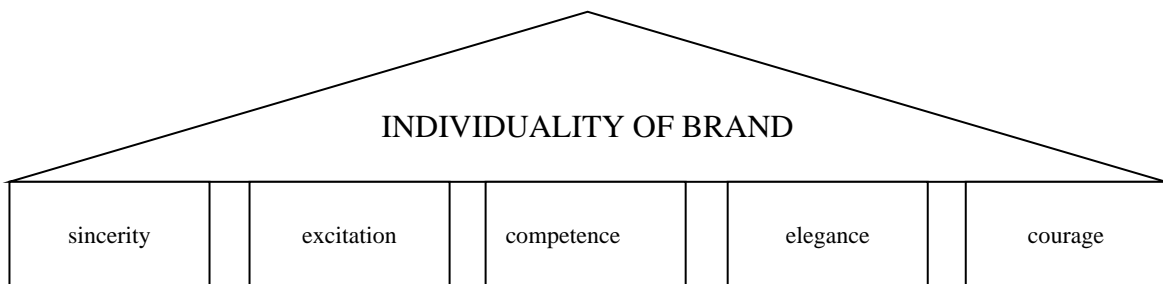
Individuality of the brand – _____

Concept «feature of the brand» – _____

The terminology used to describe a person's personality can also be used to describe the identity of a brand. In particular, a brand can be characterized by demographic features (age, gender, social class, race), lifestyle (activity, interests, thoughts) or personality traits (desire for agreement, reliability).

Scale of brand identity – _____

Signs of the properties of individuality of brands («Big five»)



2.3. Essence attributes of brands

Corporate identity – _____

Naming – _____

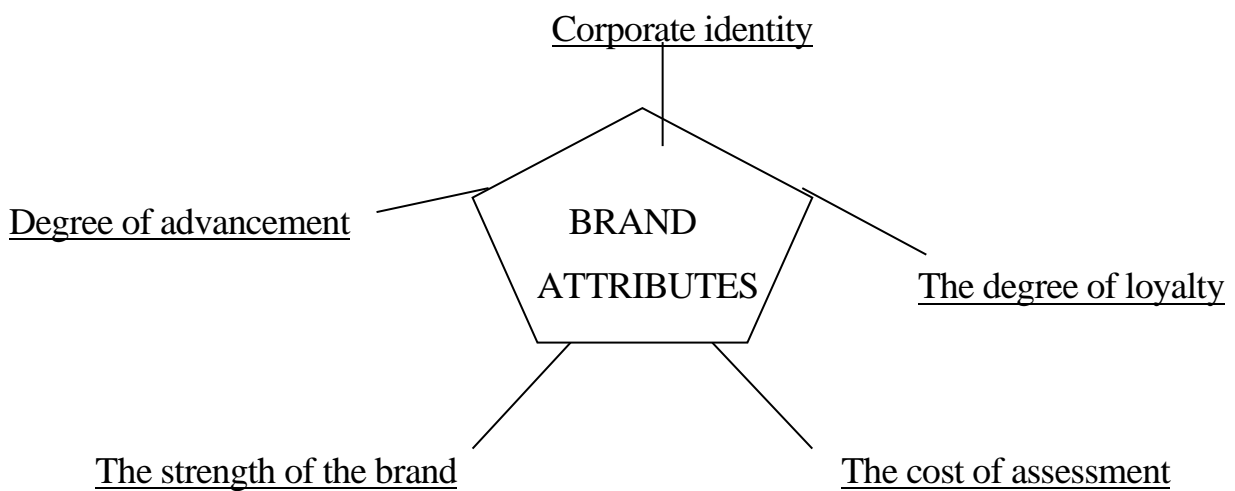
Logo – _____

Tagline – _____

Corporate color – _____

Corporate hero – _____

Brand attributes – _____



THEME 3.

SEGMENTATION AS ONE OF BRANDING TOOLS

Plan

- 3.1. The essence and significance of market segmentation
- 3.2. Segmentation criteria
- 3.3. The decision-making process on the selection of target market segments

3.1. The essence and significance of market segmentation

Segment value:

- 1. To increase the competitiveness of the product and its manufacturer, the efficiency of economic activity.*
- 2. It is better to meet the needs of people through better matching of goods with the desires and benefits of consumers*
- 3. More clearly and purposefully implement marketing policy.*

Segment – _____

Segmentation of the market – _____

Selection of target market segments – _____

The practice of marketing shows that market segmentation:

- allows to satisfy as much as possible the needs of customers in different assortment of goods;*
- provides rationalization and optimization of expenses of the enterprise for development, manufacturing and realization of goods;*

- *helps to develop an effective marketing strategy based on the analysis and understanding of the behavior of potential buyers;*
- *promotes the establishment of real goals of the firm:*
- *ensures increased competitiveness of goods;*
- *allows you to avoid and reduce the level of competition through the transition to an undeveloped segment of the market;*
- *foresees the connection of the scientific and technical policy of the firm with the requests of clearly established specific consumers.*

Principles of Segmentation:

1. The principle of difference – _____

2. The principle of similarity – _____

3. The requirement of a large segment value – _____

4. Вимірність характеристик споживачів – _____

5. The principle of reach – _____

3.3. The decision-making process on the selection of target market segments

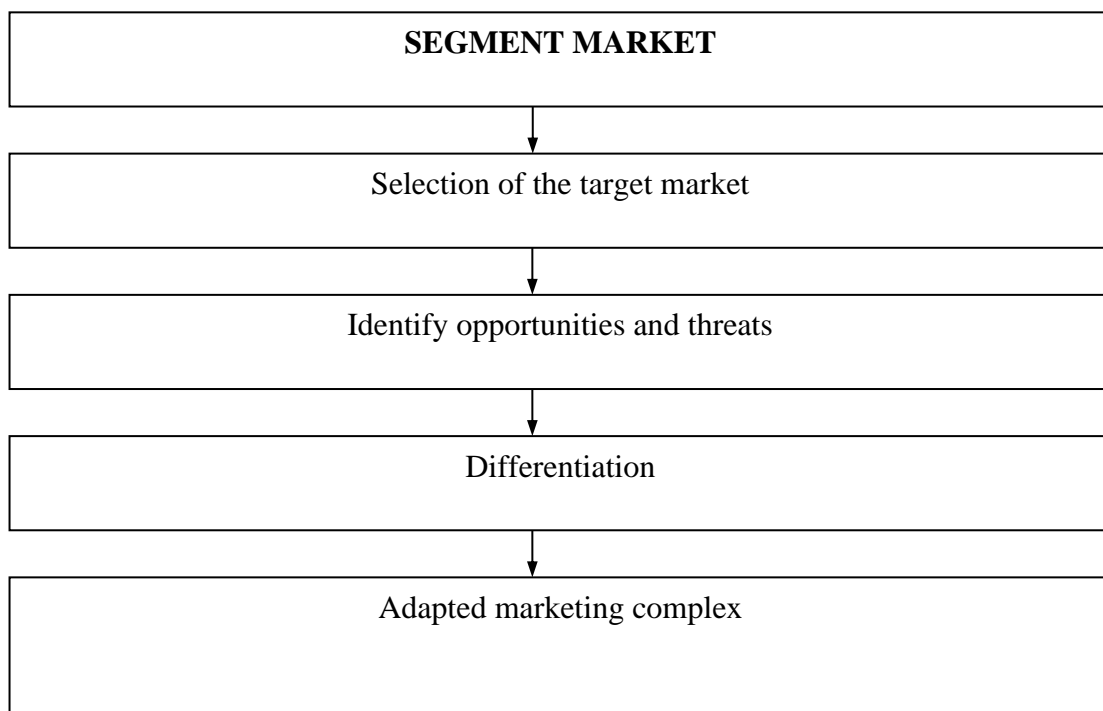
Depending on the goals and objectives, different methods of segmentation are used:

Method of constructing a segmentation grid – _____

Grouping method – _____

Method of multidimensional statistical analysis – _____

Stages of market segmentation



THEME 4.

PROCEDURE FOR POSITIONING BRAND

Plan

- 4.1. Position of the brand and the essence of the positioning
- 4.2. Classification of brand positioning strategies
- 4.3. Representation of a brand's position on map-scheme of perception

4.1. Position of the brand and the essence of the positioning

Position of the goods – _____

Positioning the product – _____

The selection of target segments is preceded by their evaluation, which is carried out in two directions:

- *evaluating the segment's attractiveness;*
- *evaluating the company's ability to compete in this segment.*

To assess the segment's attractiveness, the following criteria are used:

- *market factors (segment size, rate of growth, price sensitivity, barriers to entry and exit from the segment);*
- *competitive factors (the nature of competition, the possibility of new competitors, the presence of segments that are not yet served by competitors);*
- *political, social factors and environmental protection issues that the firm should take into account, focusing on meeting the needs of a particular segment.*

An assessment of the company's ability to serve the market segment is determined by the availability of financial resources and competitive advantages - in costs (which is important in markets with high sensitivity to price changes); technological know-how, creating barriers for competitors; marketing opportunities of the firm (matching characteristics of this segment of the

image of goods that the firm already offers the market); qualifications of managerial staff, adequate to the requirements of the market and the level of competition on it.

The positioning procedure contains several steps:

1. Selection of criteria for positioning, that is, those characteristics by which the target market distinguishes between competitive products.
2. The whole set of detected features is divided into two categories, that is, there are two main features that represent the rest of the indicators. Very often the main "quality" and "price" are selected in various modifications.
3. A coordinate system is being constructed, on the axes of which the selected features are deposited.
4. In the built system there is a place of goods of the firm and competitive goods. The position of goods in the scheme is determined by the perception of consumers of competitive products.
5. Repositioning.

4.2. Classification of brand positioning strategies

Positioning strategy – _____

Positioning strategy

Positioning strategy	<ul style="list-style-type: none"> – the characteristics of the goods; – at a low price; – by the ratio of "price-quality"; – on the service; – for benefits; – "As number 1"; – on the image; – in relation to certain groups of consumers; – by origin; – on the basis of comparing the company with the goods of competitors
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4.3. Representation of a brand's position on map-scheme of perception

For a graphic representation of a trademark's position, we use charts of perception - two-dimensional diagrams of different pairs of characteristics that reflect the positions of competing brands.

In the event that the product position does not meet the expectations of the firm, a replacement strategy is used to change the product in the consciousness of consumers (modification of unfavorable positioning).

There are six such strategies (by Boyd, Ray, and Strong):

1. Modify the product – _____

2. Modify attribute importance – _____

3. Modify the perception of the brand – _____

4. Modify the perception of the brands of competitors – _____

5. Attract attention to those attributes that the market ignores – _____

6. Modify required attribute level – _____

THEME 5.

METHODS OF EVALUATION OF BRAND ECONOMIC EFFICIENCY

Plan

- 5.1. Brand evaluation: "for" and "against"
- 5.2. Methods of estimating brand value
- 5.3. Indicators for evaluating brand value

5.1. Brand evaluation: "for" and "against"

Expert opinions on the availability of brand assessment at enterprises

№ з/п	Author	Quote
1	Goryaev T., Director General of the concern "Kalina", which produces cosmetics	Entering the brand price on the balance will give nothing, except for the extra time spent on the conversation with the tax inspectorate. True, the situation will inevitably change. Already in the near future, the number of operations on the purchase and sale of brands will increase, which will lead to a sharp increase in the need for their assessment. The evaluation of the brands belonging to the concern is carried out primarily to analyze the effectiveness of advertising investments of the company, since we are not going to sell them yet
2	Jawed N., author of "Domain Wars" and "The Power of Names"	Is it possible to estimate the brand to billions of dollars today? Maybe yes, and maybe not, but one thing is certain: it's worth something. And a lot. At the end of the day, all work put into the promotion of your name and your product line and service in the relevant market niche penetrates the abstract space of minds of consumers, and finds some significant value there.
3	Dominin V. M, Head of the Department of Public Relations of the International Bank of St. Petersburg; specialist in branding and advertising	The practice of evaluating Russian companies of the value of their brands is only beginning to emerge. Different methods are used, the values of one brand differ greatly from one another, and the facts themselves are of individual significance

№ з/п	Author	Quote
		and the aerospace complex has been privatized at a price that does not include intangible assets. Therefore, now the idea of accounting for the intangible assets of these enterprises is actively discussed in order to increase the state share
5	Kostin O., General Director of "Labret", which belongs to the group of companies "Rusaudit"	Some Russian brands could enter Interbrand ratings today if the company began to evaluate them according to their methodology. Thus, the Benetton brand, 75th in the Interbrand rating, is \$ 1 billion, hardly domestic brands like "Dry" or "Kalashnikov" are much cheaper
6	Milan M., managing director of the Italian company Merloni Elettrodomestici	When buying a refrigerator factory "Stinol", controlling more than half of the domestic market, the brand value was not estimated, which, of course, lowered the seller's revenue from the transaction
7	Nestereva Y., marketing manager of the sales department of soft furniture LLC MERX-TRADE	An integral part of the brand's existence is its value, which gives the company the opportunity to gain additional consumer loyalty and increase profits by establishing higher prices. Under such conditions, manufacturers should take into account, that the brand is one of many intangible assets of the company. The brand value assessment is becoming increasingly important both for new businesses and for those who have been operating on the market for more than one year.
8	Temporal P., Trott M.	A well-known corporate name has additional financial potential that can be evaluated and used for various purposes. Trademark assessment methods can be used in modeling new business strategies, for example, to identify a better brand, a better way to expand the market, better consumer segments
9	Timanov D., Director General of Sokil Company (producer of TV sets)	We conduct a brand assessment every year to track the effectiveness of our marketing efforts
10	Khanni M., Acting President of Rambler	Western analysts at the request of the holding assessed the value of the brand Rambler (it was valued at \$ 30 million) specifically to ensure that the resulting figure could operate in negotiations with Western companies willing to buy a part of the holding. But while the cases of Western buyers' interest in the Russian brands are single

№ з/п	Author	Quote
11	Shmakova I., Head of marketing research company V-Ratio	It is assumed that the branded product can be sold more expensive than not branded. For example, a study conducted in Moscow showed that a package of branded milk is more expensive than an unattracted package of five rubles
12	Shulga D., Head of the press service of the Russian branch of Coca-Cola	The prospect of selling our brand on the Russian market is zero, so while we had no reason to estimate its value in Russia. But as a person is interesting and as a representative of the press service of the company, I would very much like to know this amount to inform her, for example, to journalists

5.2. Methods of estimating brand value

In any method of determining the value of a brand, the following aspects should be disclosed:

1. Forecasting of free cash flows – _____

2. Calculating added value of a brand – _____

3. Determination of the discount rate – _____

Brand pricing can be done using methods based on different assumptions. If an asset is valued for tax purposes, the payer has the opportunity to use assumptions that reduce the value. The sale of assets requires another method that "increases" value. The specific method also depends on the purpose of the assessment: one is suitable for the court case, another for the purpose of the analysis of the feasibility of the acquisition.

There are following evaluation methods:

Cost method of evaluation – _____

Market valuation – _____

Royalty method – _____

Economic method – _____

Method of additional income – _____

Method of future income – _____

Method of excessive income – _____

Method of calculating the cost of replacing the brand – _____

Method of total costs for the development of brand capital – _____

Method of discount rate – _____

Market method – _____

Method of expert ratings of brand – _____

Method of cash flow inflow – _____

Method of deductions for the use of the brand – _____

Method of income in shares – _____

Comprehensive analysis of the company's activities –

Discounted cash flow method – _____

Method of capitalization of incomes – _____

5.3. Indicators for evaluating brand value

Measurements that determine the size of a brand:

1. Measuring loyalty:

- bonus price;
- consumer satisfaction.

2. Measuring Leadership:

- perception of quality;
- popularity.

3. Measurement of differentiation:

- perception of value;
- individuality of the trade mark;
- organized associations and symbols.

4. Measurement of knowledge:

- popularity of the brand.

5. Market measurements:

- market share;
- market price.

When identifying the brand assessment indicators, the experience of Young & Rubicam, Total Research, V-RATIO, Interbrand and other consulting and rating companies was taken into account.

The most common factors for brand evaluation are:

- awareness the consumer. about brand (absolute and random);
 - market share owned by the company (in natural terms or in value, but stable);
 - relative price ((market share x product price) / (market share x sales volume));
 - Sustainable awareness either spontaneous or absolute;
 - the quality of the goods felt by consumers;
 - profit or another total score company activity;
 - size of the market, total sales;
 - marketing costs;
 - the ratio of advertising costs, sales and product promotion;
 - penetration into the market, that is, the percentage of consumers who made purchases last year;
 - fidelity to the brand;
 - nomenclature of products, warehouse stocks;
 - the sales dynamics of the last 3-5 years;
 - evaluation of the sales system;
 - stability of relations with retail trade;
 - distribution management;
 - leadership, ie market position;
 - sales volume at promotional events;
 - price elasticity;
 - quality level from the point of view of consumers;

other measures to create and strengthen the brand image, for example, its modernity and popularity.

THEME 6

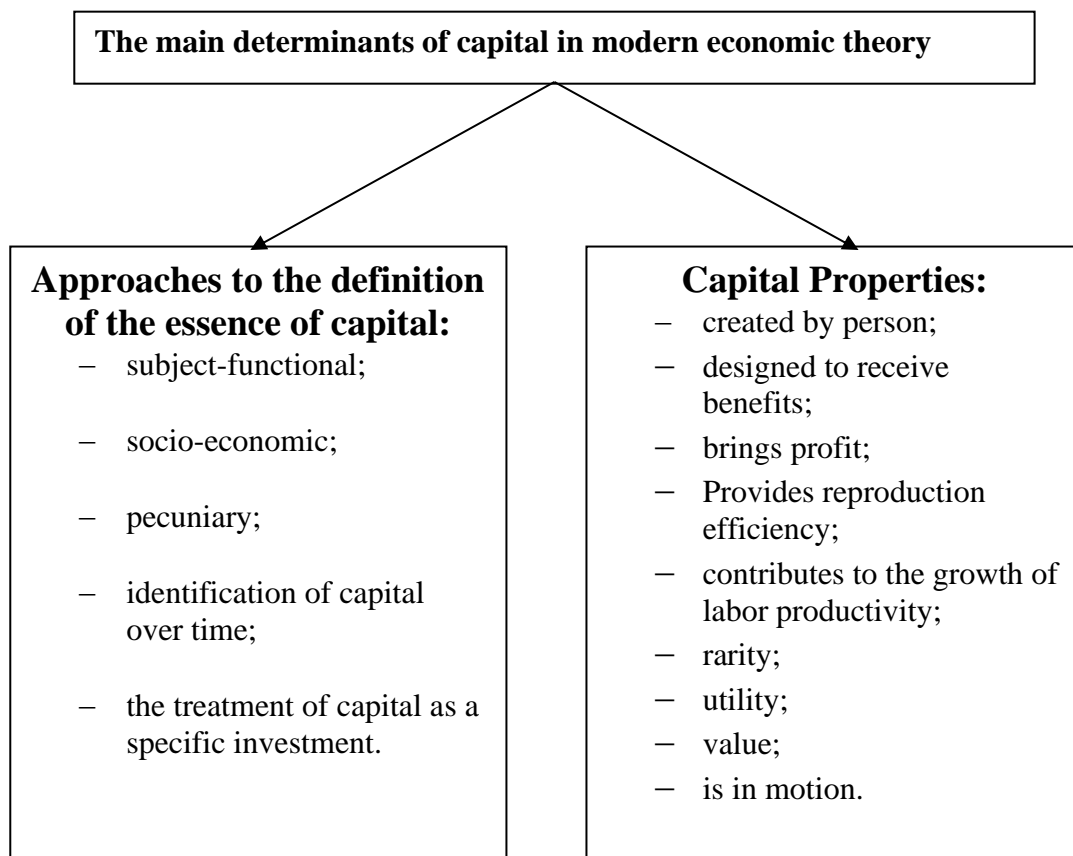
THEORETICAL BASES OF THE INVESTIGATION THE BRAND EQUITY OF THE ENTERPRISE

Plan

- 6.1. The essence and content of brand capital as an economic category and the assets of the organization
- 6.2 Constituent elements and stages of formation of brand equity
- 6.3. World experience of creating a brand equity business entities

6.1. Brand equity as an economic category

Brand equity – _____



By its visual-functional content, venture capital includes three main elements: commodities, brand (trademark) and successful brand. The product is all that meets the functional needs of the consumer. All goods are subdivided into products that have a material form, and services that have the properties of indifference, inseparability from the source, variability of quality and unsecure. Intangible assets take on a variety of forms, but still the main of them in many industries is the capital, formed by brands and brands of companies.

Classification of intangible assets

Technological assets – _____

Strategic assets – _____

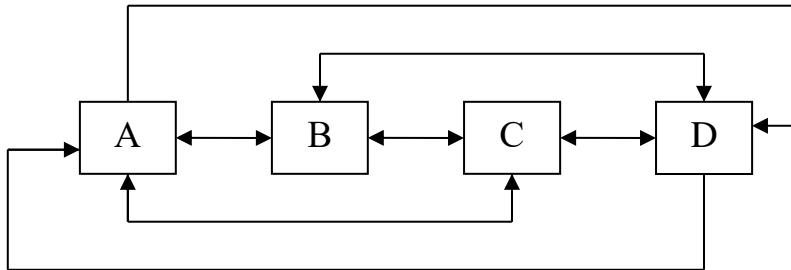
Reputation assets – _____

Людські ресурси – _____

Organization and culture – _____

Model system of the complex of marketing assets

Blocks A, B, C, D are a system complex with mutually defining connections and a synergistic effect of the enterprise's ability to integrate into the market, which is a strategic task of marketing management..



A - related to customers

B - shaped distribution chain

C - based on internal support

D - dependent on partnerships with other companies

If conditionally blocks are divided into mainly internal and external effects of the use of components of marketing assets, this makes it possible to construct a matrix of the strategic effect of the interaction of internal and external marketing assets. In the block complex C, the element "Personnel and Technology Competence" has the essential content - the key competencies and other elements that are presented in block C, in terms of development and the effect of use, are a priori dependent on marketing management.

The matrix of strategic interaction effect internal and external marketing assets

With all the generalization of the conclusions about the synergistic effect of the interaction of internal and external marketing assets, one can distinguish the field [A; KC] and [D; MM], where the actual asset of the company is created - brand equity (BE).

Internal marketing assets (C)

External marketing assets (A, B, D)

	Key competencies (KC)	Development of marketing management (MM)
Related to customers (A)	Formation of brand equity (BE)	Formation of competitive success factors (CSF)
Shaped supply chain (B)	CSF	CSF
Dependent on partnerships with other companies(D)	CSF	BE, CSF

6.2. Constituent elements and stages of formation of brand equity

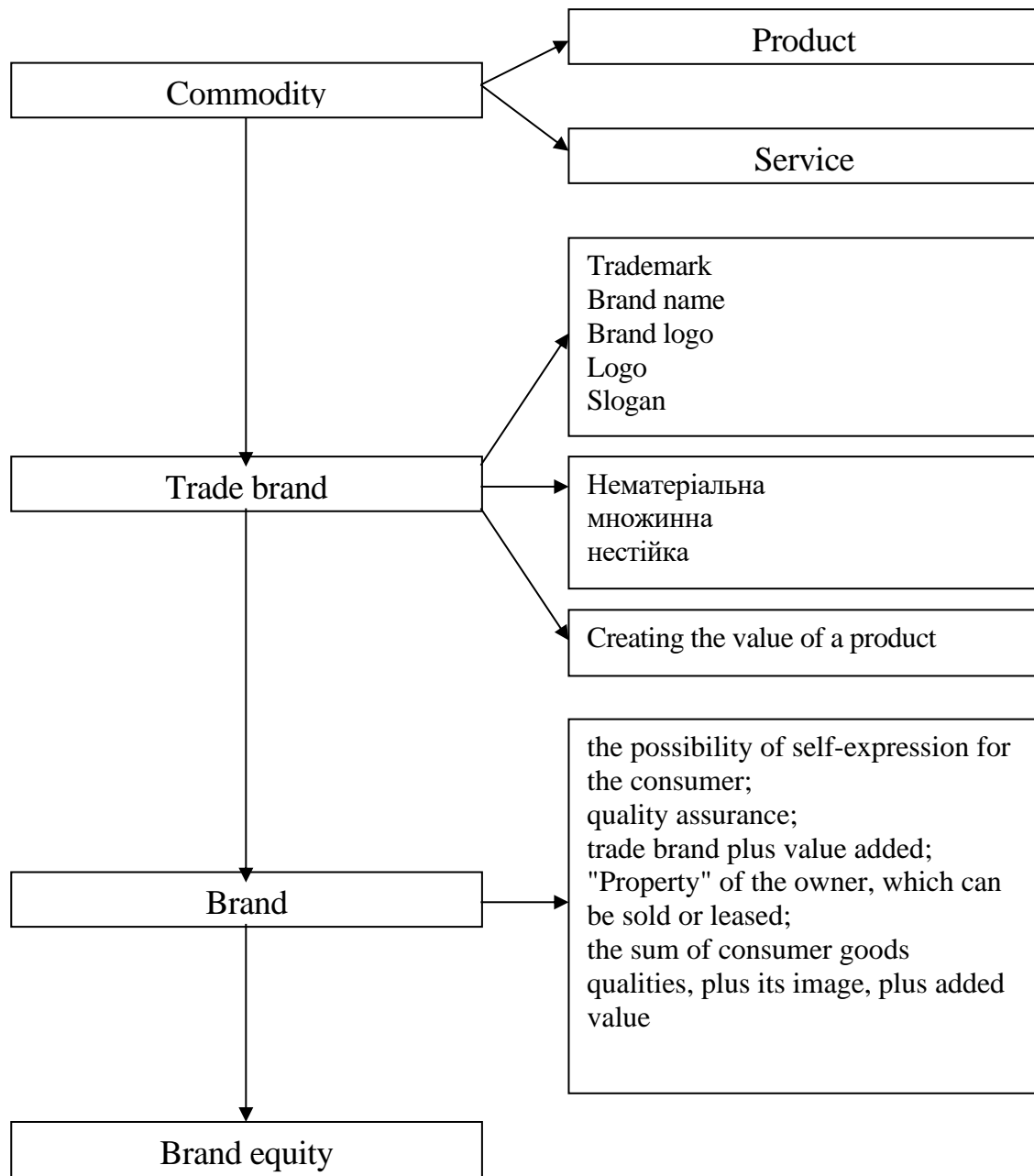
Трактування понять: trade brand, trademark, brand

Термін	Definition
Trade brand	Name, term, sign, symbol, drawing or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from the goods and services of competitors. This is a symbol of a particular organization used to individualize the manufacturer of the product and which can not be used by other organizations without the official permission of the owner. [20, p. 82].
Trademark	The trademark or part thereof is provided with legal protection. The trademark provides the exclusive rights of the seller to use the trademark [57, p. 125].
Brand	An object (a commercial or non-profit organization, product or service) with a unique name and characters (logo, slogan and / or packaging design) and, most importantly, commercially successful and with a consistent reputation [19, p. 10].

Stages of the formation process of brand equity

In the most general form, the process of formation of brand equity is the stages of creation: goods, trade brand, brand, brand equity

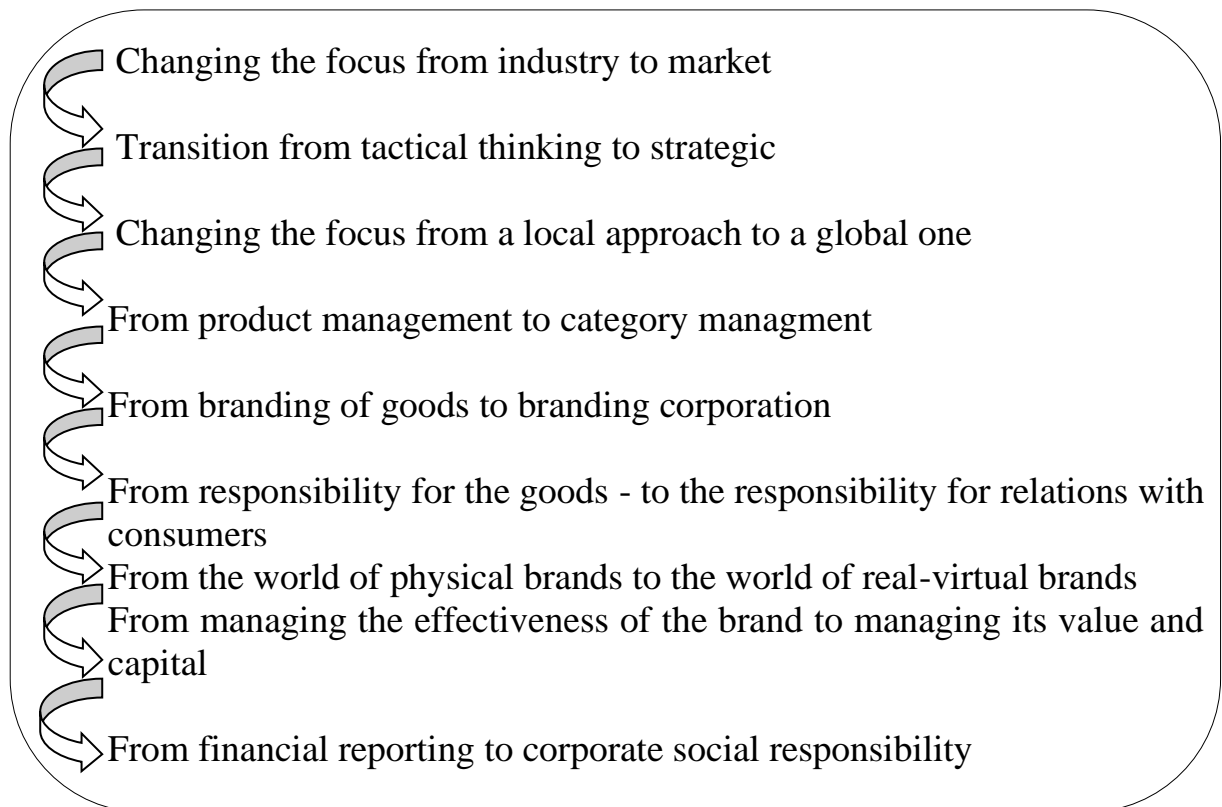
In the stages of creating elements of brand equity - a product and a trademark - is primarily involved in the manufacturer.



In turn, the stage of brand development is characterized by the participation of consumers. Because brands exist only in the minds of consumers, and without their emotional commitment the company is and will be only impersonal enterprises, goods and services, trade brands.

6.3. World experience of creating a brand equity business entities

During the last two decades, there has been a dramatic change in the process of creating a brand equity of business entities. Ці зміни полягали, головним чином, в послідовній зміні акцентів:



Compared with the tables below, the value of Ukrainian brands is insignificant.

The study of the practice of estimating brand equity at Ukrainian enterprises revealed the prevalence of cost-benefit methods. The evaluation results for these calculation mechanisms are unrepresentative and require a priority study and the formation of a model for the calculation of brand equity for internal and external marketing situations.

Top 10 the most expensive retailers in Europe

Ranked by place		Brand	Country of Origin	Brand cost		
2011 year	2012 year			€ billion		change, %
				2011 year	2012 year	
1	1	Hennes & Mauritz	Sweden	11,125	10,366	7
2	2	Carrefour	France	9,523	6,62	44
3	3	IKEA	Sweden	7,373	6,516	13
4	4	Tesco	UK	5,502	5,617	-2
5	6	Zara	Spain	4,469	4,112	9
6	5	Marks&Spencer	UK	4,197	5,1	-18
7	7	Aldi	Germany	3,348	2,675	25
8	8	Boots	UK	1,961	2,003	-2
9	10	Auchan	France	1,93	1,86	4
10	9	El Corte Ingles	Spain	1,808	1,93	-6

Table 1.6

Top 10 the most expensive US retailers

Ranked by place	Brand	Cost (\$ billion)
1	Wal-Mart	129,809
2	Best Buy	21,981
3	The Home Depot	20,809
4	Target	17,111
5	CVS/pharmacy	12,566
6	Dell	11,695
7	Walgreens	11,145
8	Lowe`s	10,71
9	Sam`s Club	9,478
10	Coach	9,052

THEME 7.

BRAND EQUITY MANAGEMENT ON MICROLEVEL

Plan

7.1. Methods of estimation of brand equity, definition of limits of their application

7.2. The concept of marketing risk management in the management of brand equity

7.3. Using TOWS / SWOT analysis in system strategic management of brand equity

7.4. Model of system complex management of brand equity at the micro level

7.1. Methods of estimation of brand equity, definition of limits of their application

Factors that play a major role in increasing cash flows:

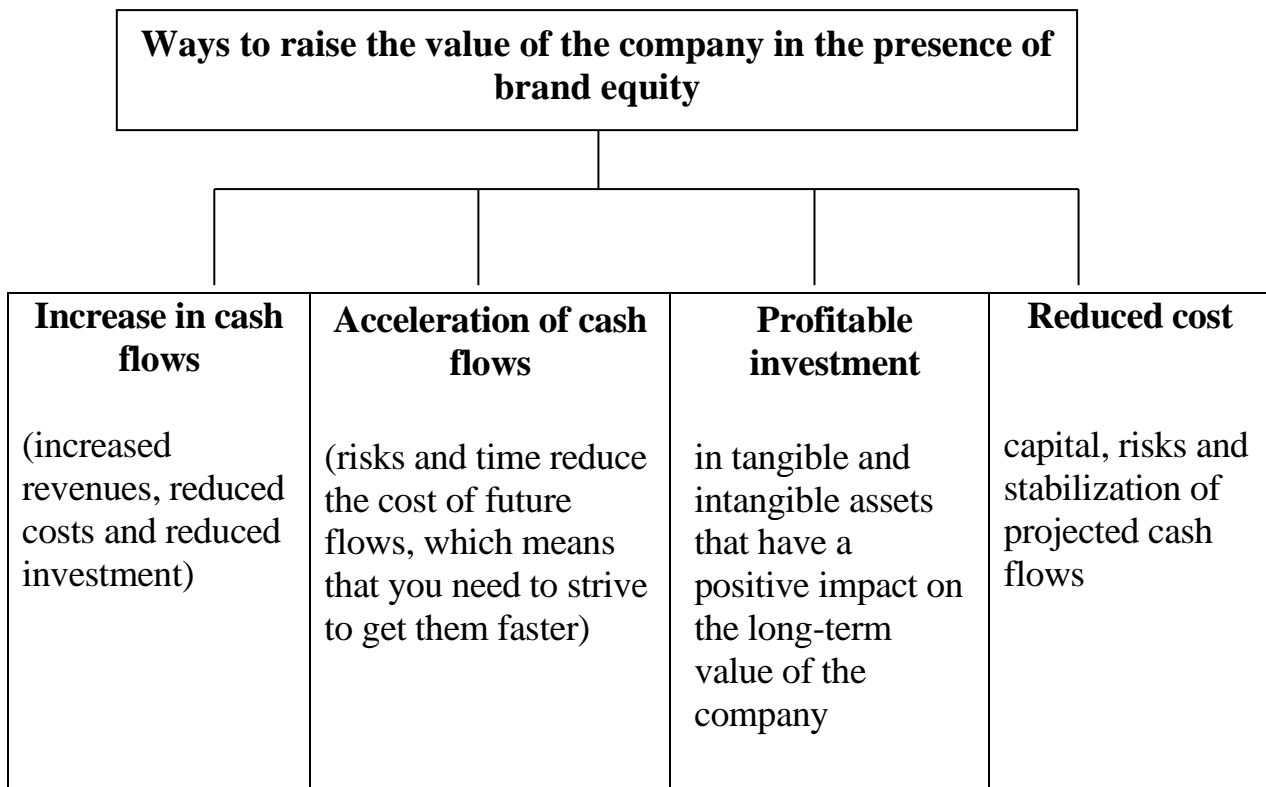
1. Higher prices – _____

2. Larger sales – _____

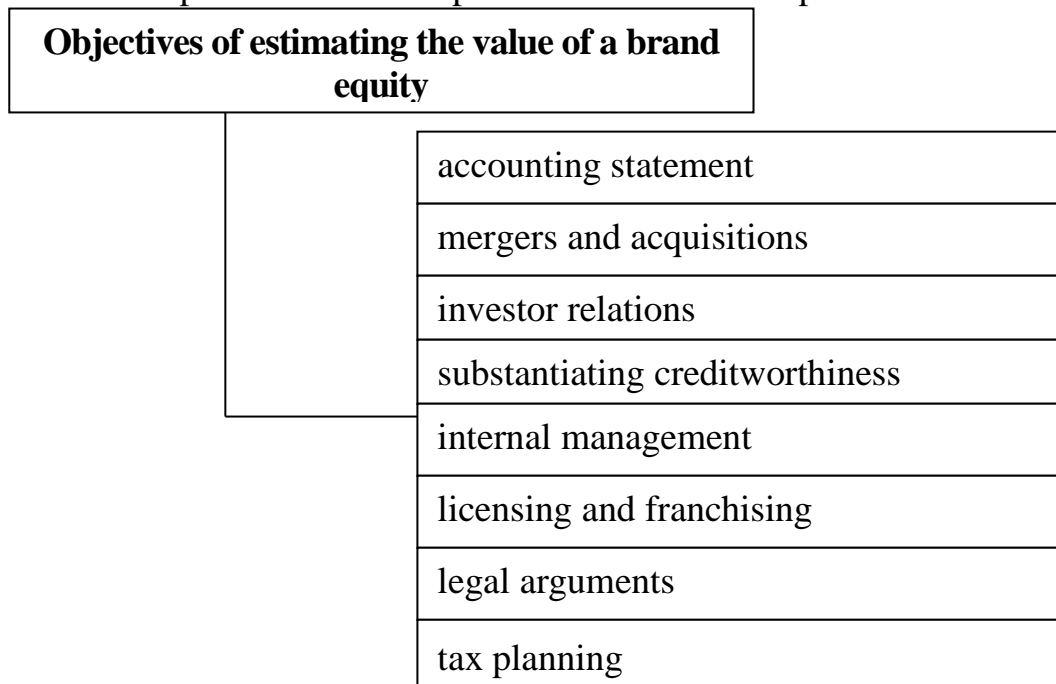
3. Reduced costs – _____

4. Increasing asset utilization intensity – _____

The role of brand equity in creating the company's share value



The main objectives of the evaluation of the value of the brand capital in relation to specific areas of the enterprise



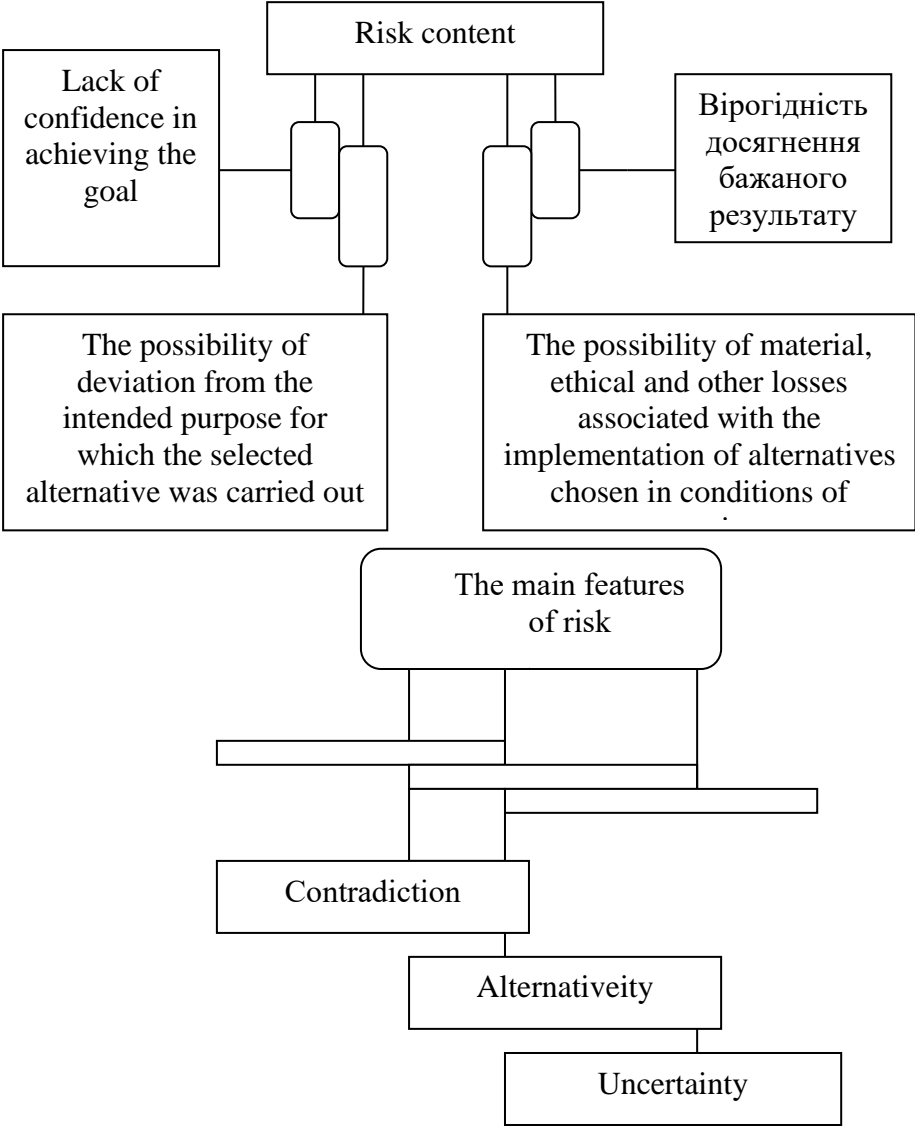
7.2. The concept of marketing risk management in the management of brand equity

Uncertainty – _____

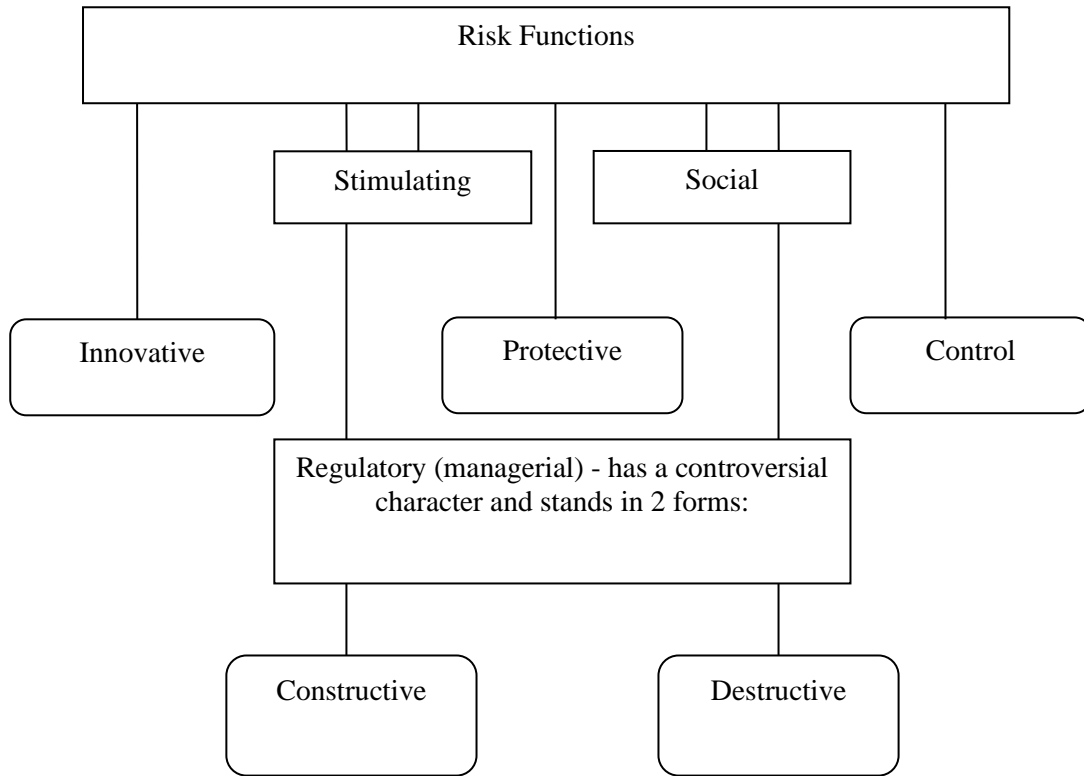
Risk – _____

Economic risk – _____

Content and main features of risk



Risk Functions



Components of risk:

Object of risk – _____

Subject of risk – _____

Sources of risk – _____

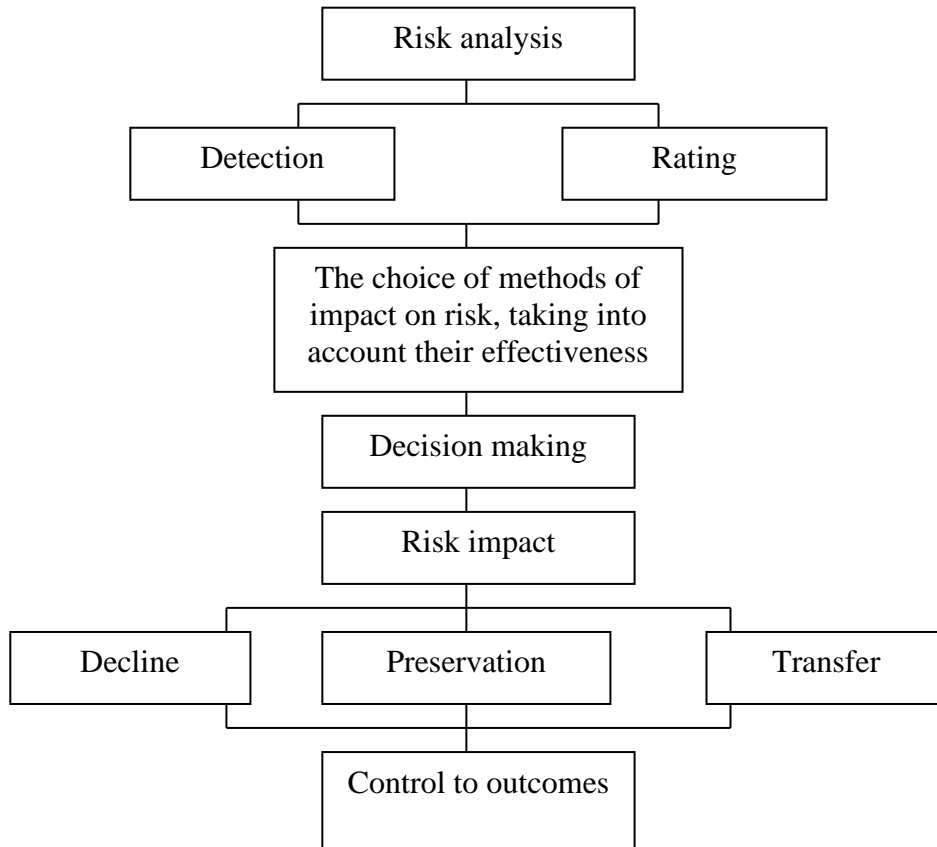
The impact factors of macro- and micro-environment on the level of economic risk

Macro-environment factors	Micro-environment factors
<p>State regulation (setting the upper and lower bounds of the price)</p> <p>Inflation</p> <p>Inflationary expectations</p> <p>Changes in tax legislation</p> <p>Change in market conditions (decrease in demand, increase in supply)</p> <p>NTP (Innovation)</p> <p>Unethical behavior of partners</p> <p>Non-payment</p> <p>Non-compliance with supply agreements</p> <p>Losses in the system of transportation of goods</p> <p>Price situation in international markets</p> <p>Protection and / or dumping policy</p> <p>Changing the competitive situation on the market</p> <p>Economic crises (cycles)</p> <p>Reduced revenues of buyers of goods</p> <p>Changes in prices for substitute goods and complementary products</p> <p>Political instability</p> <p>Currency regulation</p> <p>The presence and composition of the intermediaries</p> <p>Conflicts in marketing systems</p> <p>Price policy of competitors</p> <p>Geographic concentration (dissociation) of the market</p> <p>Reducing entry barriers</p>	<p>Wrong strategy, tactics and pricing methods</p> <p>Computer system failures</p> <p>Failure to adhere to a scientifically sound sequence in setting the price</p> <p>Errors in calculations</p> <p>Growth of production costs</p> <p>Reducing the quality of the materials used, their detachment and irreversibility</p> <p>Losses in the storage system of materials and products</p> <p>Equipment breakdown</p> <p>Physical and moral wear of equipment</p> <p>Unskilled labor</p> <p>Unskilled Financial Managers and Accountants</p> <p>Violation of the rhythm of production</p> <p>Non-compliance with the planned structure and product range</p> <p>Disadvantages in enterprise management (planning, organization, motivation, control, coordination)</p> <p>Reduced product quality</p> <p>Unreasoned system of service</p> <p>Violations in the management of ICT and ECT</p> <p>Reduce the image of the company and products</p> <p>Errors in forecasting (market development, capacity, business logic industry, dynamics and structure)</p> <p>Violation of production technology</p> <p>Discrepancy of the goods to the standards, lack of certificates</p>

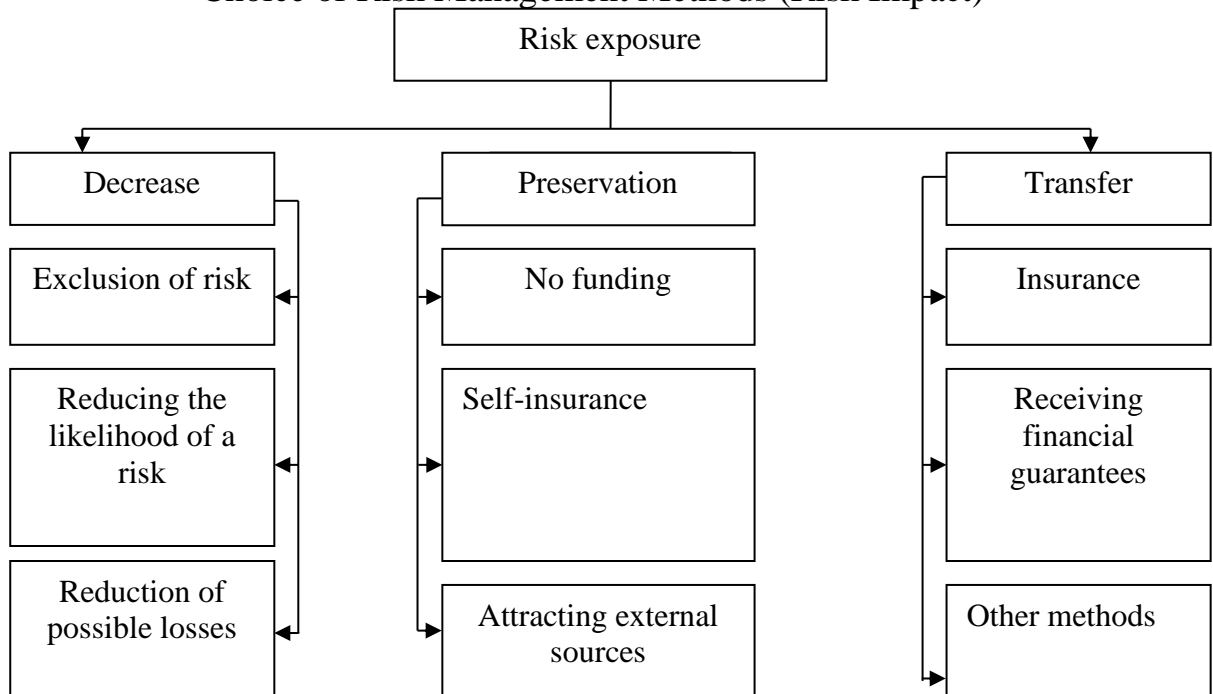
General classification of economic risks by separate attributes

№	Classification features	Types of risks
1	Relationship with entrepreneurial activity	Entrepreneurial Non-business
2	Affiliation to the country of functioning of the economic entity	Internal External
3	Level of occurrence	Corporate (micro level) Sectoral Intersectoral Regional State risk Global (Worldwide)
4	In the field of origin	Socio-political Administrative and legislative Industrial Commercial Financial Natural-ecological Demographic Geopolitical
5	Causes	Uncertainty about the future Lack of information Subjective action
6	The degree of reasonableness of the decision	Reasonableness Partially justified Adventurous
7	The degree of systemicity	Systematic Unsystematic (Unique)
8	Compliance with permissible limits	Acceptable Critical Catastrophic
9	Realization of risks	Realized Unrealized
10	Adequacy of the time to decide on the response to the implementation of risks	Precautionary Current Those that are late
11	The team analyzes the risk and decides on behavior in case of its implementation	Individual solution Collective decision
12	Scale of influence	Individual Multiobjective
13	Possibility of forecasting	Predictive Partially predictive
14	The degree of influence on the activity	Negative Null
15	By types of economic activity	Political Technical Sectoral Innovative

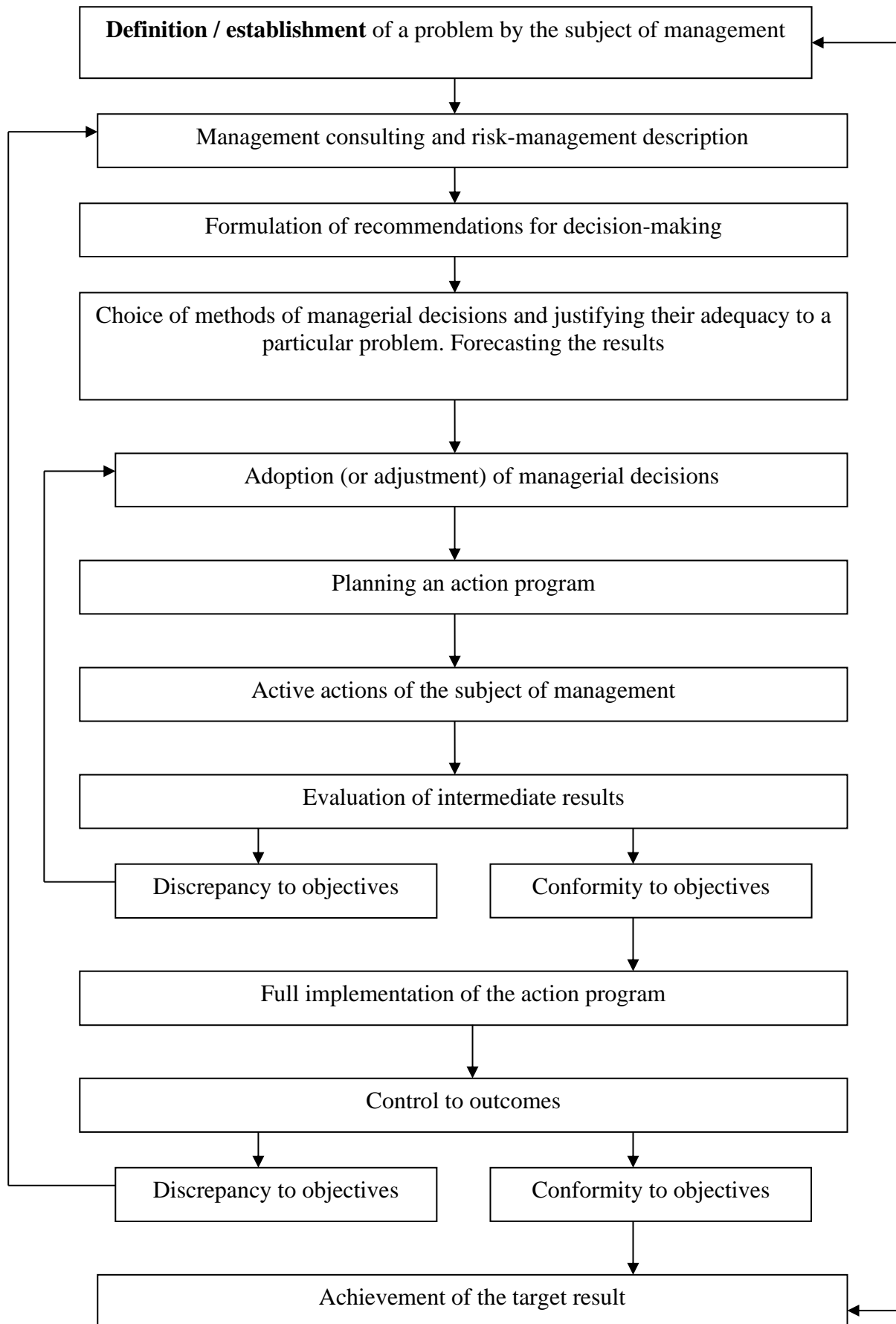
General scheme of economic risks management process



Choice of Risk Management Methods (Risk Impact)



Model of risk-marketing management

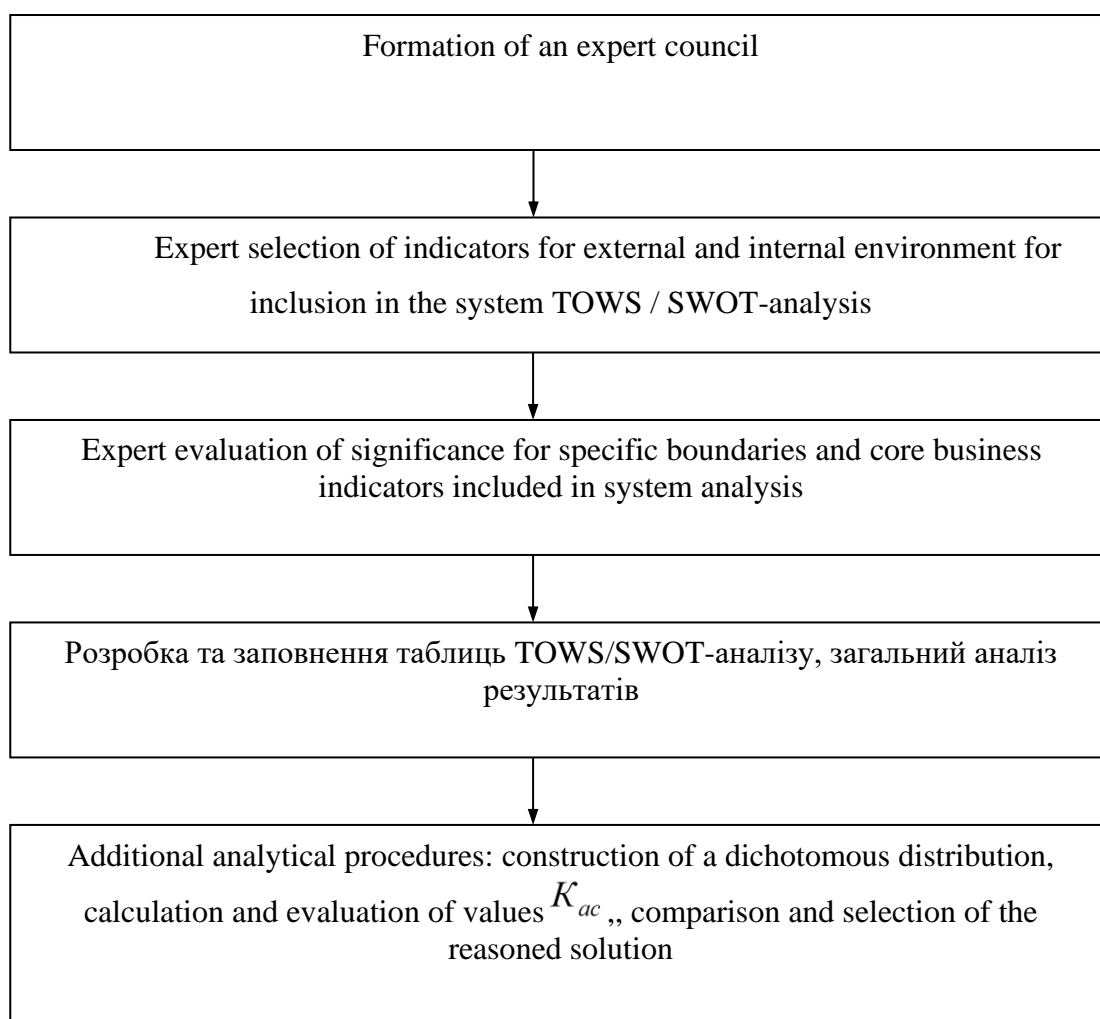


7.3. Using TOWS / SWOT analysis in system strategic management of brand equity

SWOT analysis enables to study industry trends, analyze competitors, evaluate own position, research consumers, but does not give recommendations on how to choose a solution that reduces its effectiveness.

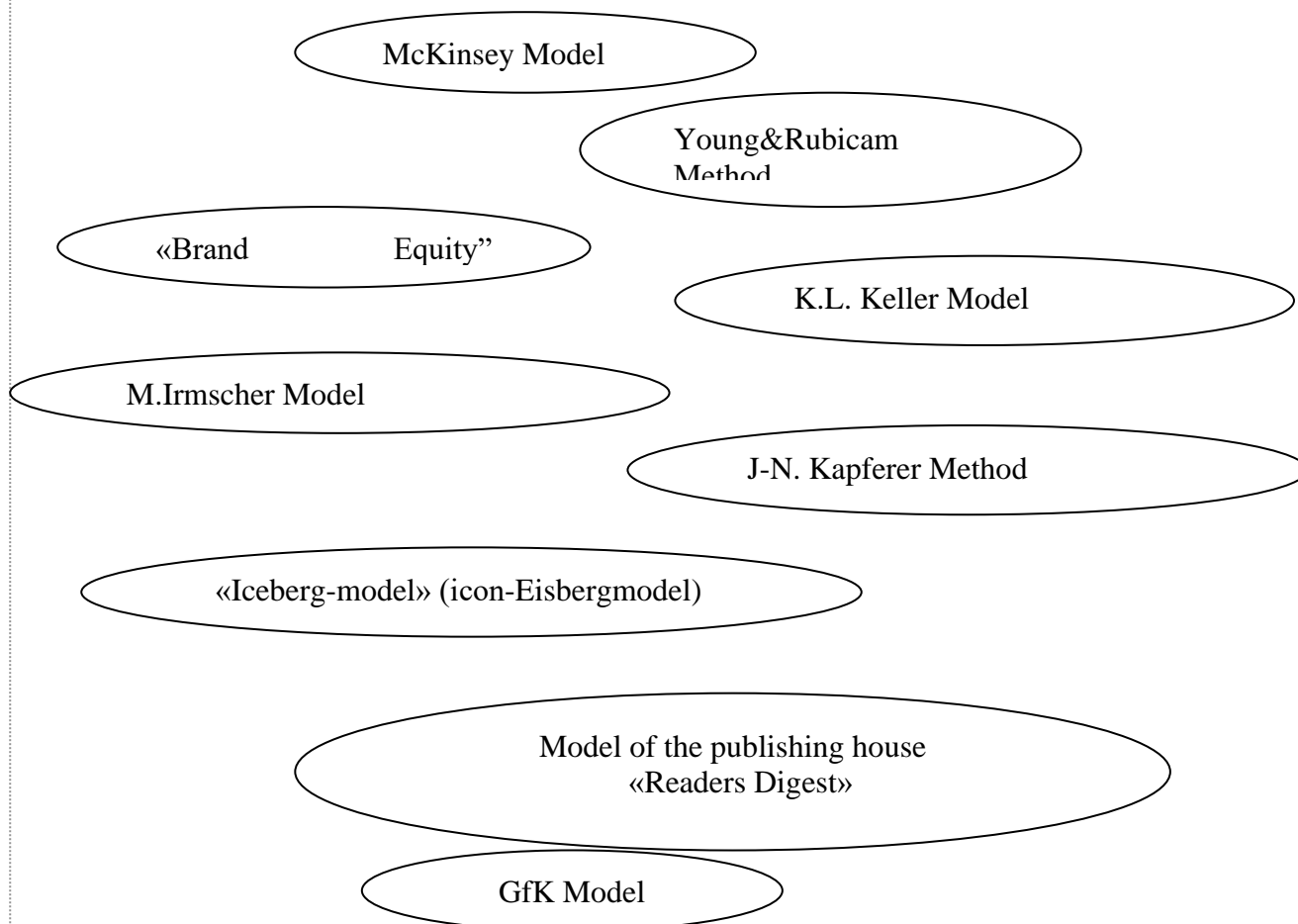
The order of the system analysis of the interaction of the company with the environment

Improvement and development of system analysis of interaction of the company with the environment are schematically described as follows:



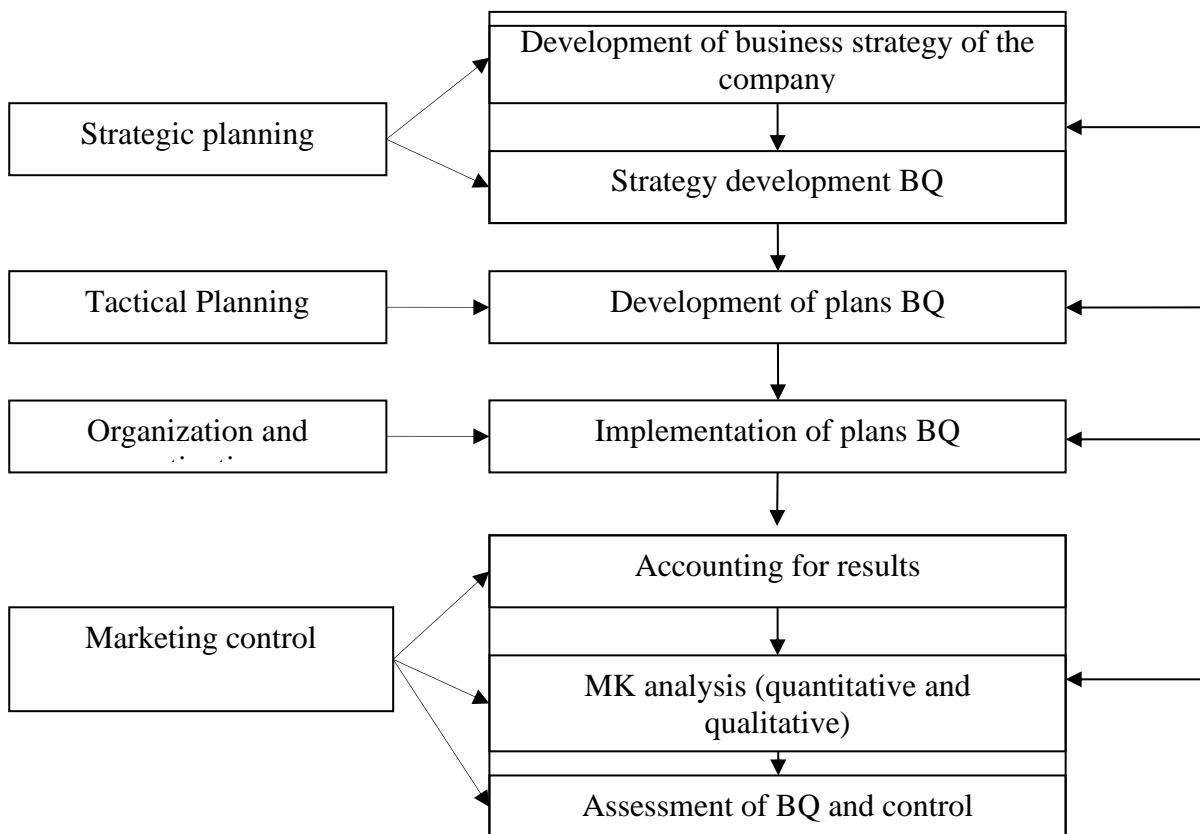
7.4. Model of system complex management of brand equity at the micro level

Models of estimating the value of brand equity on qualitative indicators



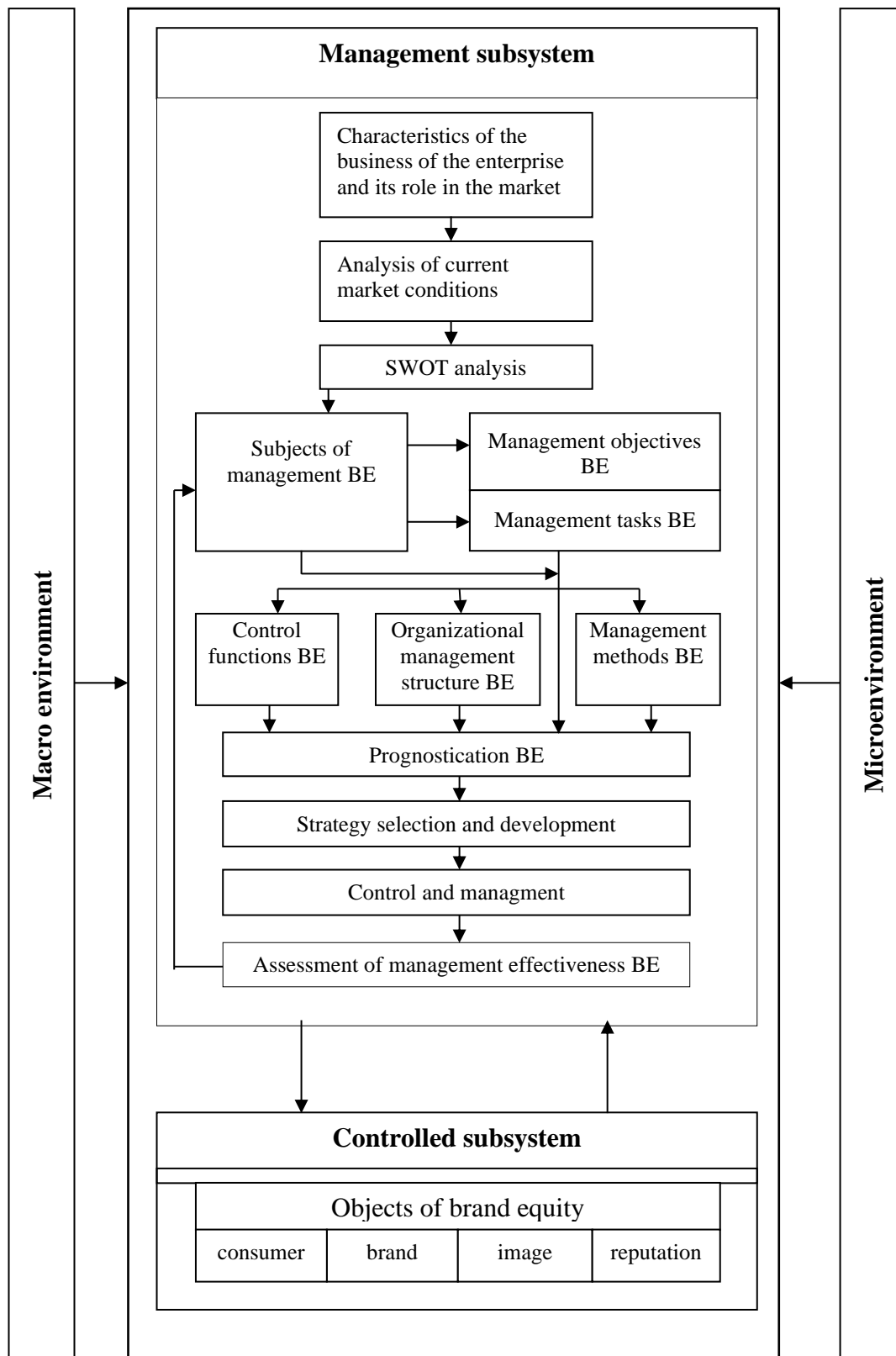
The strategy of creating a brand equity correctly formulate taking into account the basic functions of management. Therefore, the process of managing the brand equity of an enterprise consists of the following functions: planning, organization, motivation, coordination and control.

Interconnection between planning, organization and control



Model management of brand equity of the enterprise

Model management of brand equity of the enterprise is a self-regulating system of elements and objects of management, the content of which consists in applying correct effective measures by the subjects of management of MK in relation to elements of a controlled subsystem, in accordance with the results of accounting, analysis and evaluation of the efficiency of management of brand equity.



THEME 8.

STATE REGULATION OF THE BRAND EQUITY

Plan

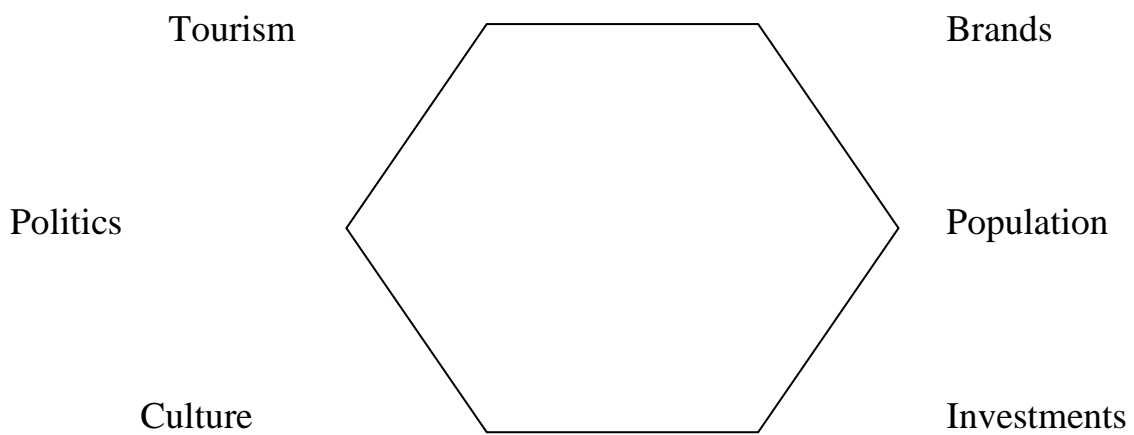
8.1. The image of the state as a function of the total brand equity of the country

8.2. Model of public management of brand equity

8.1. The image of the state as a function of the total brand equity of the country

The image of the state – _____

Hexagon of Competitive Identity "(by Anholtom):

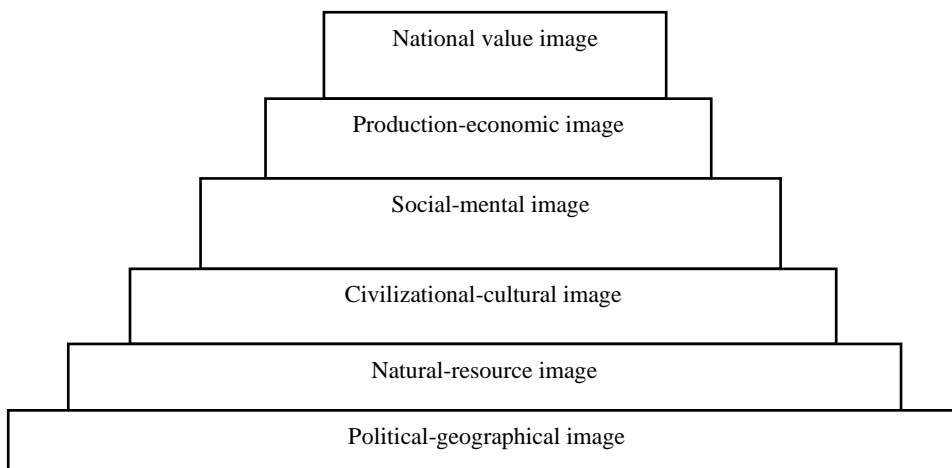


Stages of developing a strategy for competitive identity

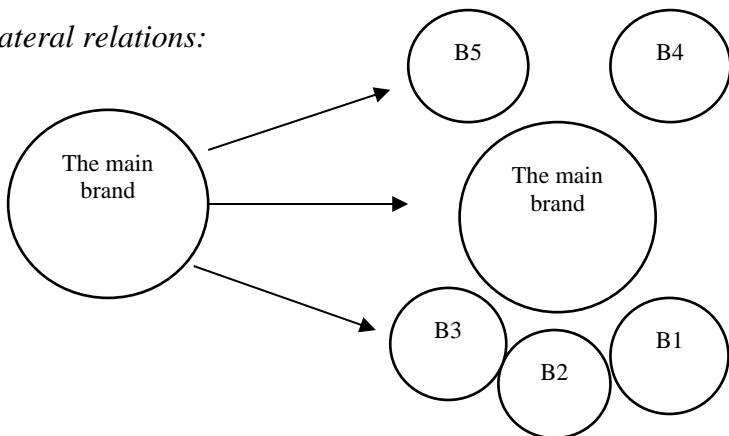
Stage	Methods of implementation
Estimation of the current state of the image of the country. Finding out the causes of insufficient interest in the country by the world community, as well as barriers limiting additional investment, tourism growth and so on.	For these purposes S. Anholtom and Brand Finance Company developed a composite index - the Nation Brand Index, which will be discussed below. However, this indicator is only available for 36 countries. In the event that the country is not subject to analysis, it should follow independently, or with the help of consulting companies to monitor the public sentiment.
Development of the desired image in the future, which will remove barriers	The search for a national identity should be carried out in the context of social and economic transformations. The possible option is to involve independent experts and agencies.
Developing a democratic, efficient and understandable process of transition from the existing state to the desired	Competitive identity should be easy to understand and interesting to most national parties - this is a prerequisite for its implementation in everyday practice.

8.2. Model of public management of brand equity

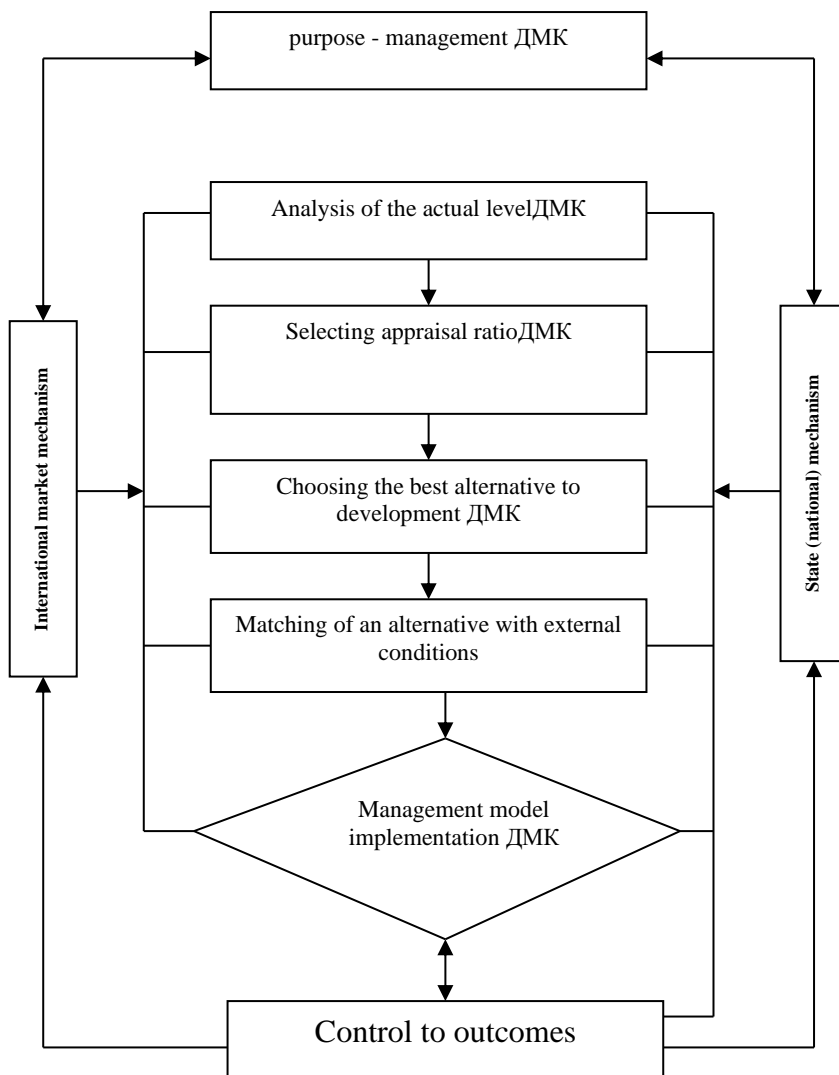
According to E. Galumov, the general scheme of the image model of the image of the country has the form:



The basis of the branding model is the statement of A. Chumikov that the image of the state is crucial for attracting foreign investments, development of the tourism sector and establishment of bilateral relations:



Model of management of state-owned capital



THEME 9.
LEGAL BASES OF BRANDING
План

9.1. Ethical aspects of branding

9.2. Improvement of the regulatory framework for state regulation of branding

9.1. . Ethical aspects of branding

Ethics of branding – _____

For Ukraine more inherent Asian type of brands creating, where companies invest in the brand at the corporation level in the first place and only secondarily at a much lesser degree at the product level. In fact, in Japan the tradebrand of the goods without the guarantee of the corporate brand of the company would not have been purchased at all.

Forms of ethics in company management and brand management

The reaction to the environment – _____

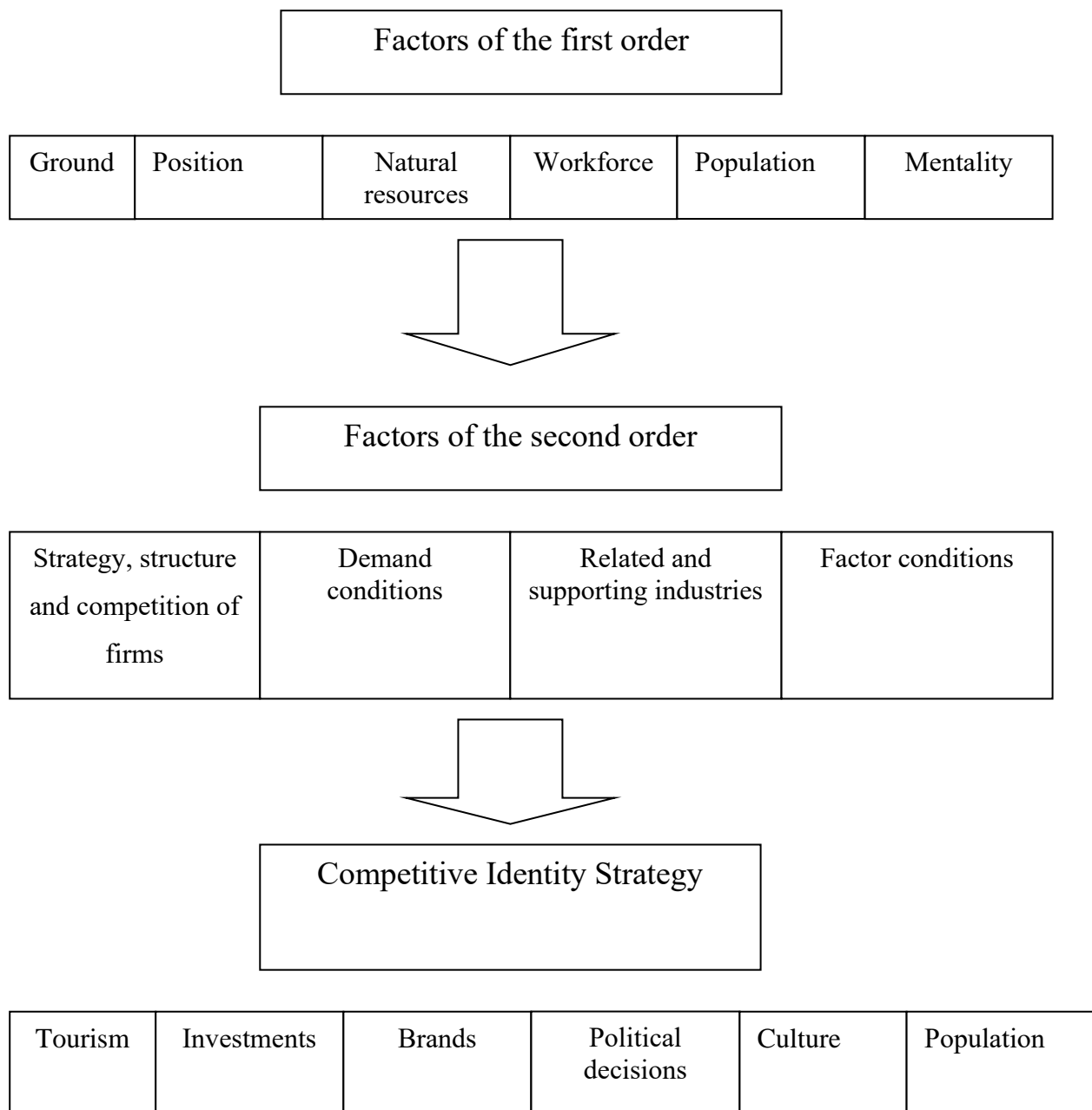
2. Initiative – _____

3. Compliance with new standards and expectations of stock market analysts from opinion leaders and the public – _____

4. The ability to create a competitive advantage beyond the limits of what expect of the most stakeholders, adopting new standards –

9.2. . Improvement of the regulatory framework for state regulation of branding

The general model of building a national brand



Legal protection of trade brands in Ukraine

The Laws of Ukraine governing the management of the trade brands:

- «Copyright Act and Related Rights»
- «On the Protection of Rights to Trademarks for Goods and Services»
- «On the Protection of Rights to Indicate the Origin of Goods»

The Laws of Ukraine on indirect influence governing the management of the trade brands:

- «On the Protection of the Rights to inventions and utility models»;
- «On the Protection of Economic Competition»;
- «On Scientific and Technical Information»;
- «On Innovation Activity»

The Sub-Laws of Ukraine, governing the management of the trade brands:

- On approval of the Rules for consideration of an application for an industrial sample;
- On measures to protect intellectual property in Ukraine;
- On the accession of Ukraine to the Nice Treaty on the international classification of goods and services for the registration of marks;

Ways of improving the legal and regulatory framework for state regulation of branding: _____

CONTROL CHECKS FOR SELF-EXAMINATION

1. Branding Trends of the 21st Century.
2. Conditions and features of branding development in Ukraine.
3. Individuality of the brand and its characteristics.
4. The problem of protection against fakes and imitations of brands.
5. Brand as an object of myth creation.
6. Branding as a process of forming the preference of a brand or corporation.
7. The concept of commodity and corporate branding.
8. The brand concept. Structure of the brand. Formal brand features.
9. Brand as a marketing concept.
10. Rational, associative, emotional and behavioral elements in the structure of the brand. Сутність бренду на різних логічних рівнях розгляду.
11. The content of the brand.
12. Functional, individual, social and communicative brand qualities.
13. Individuality of the brand.
14. Attributes of the brand.
15. Content of the brand as a communication process.
16. Communicative barriers between goods and consumers.
17. Brand as a semiotic triangle.
18. Brand Development: Challenges and Opportunities.
19. The algorithm for measuring brand loyalty.
20. Features of forming a national brand in Ukraine.
21. Communication management of the brand.
22. Socio-psychological aspects of branding.
23. Consumer-brand relations as interpersonal relationships.
24. Branding as a practice of developing, implementing and developing a brand.
25. Philosophy of the brand

26. An analysis of the market situation and the creation of a spatial brand model.
27. SWOT-analysis of the company's activity and analysis of the manufactured product.
28. Competitive analysis and segmentation of consumers.
29. Development of the concept of brand positioning and focusing marketing communications.
30. Development of brand identity (image, position, outlook).
31. Projective methods of developing the individuality, values, associations, brand mythology.
32. Psychological methods in developing brand identity.
33. Trade brands expansion technologies.
34. Development of attributes of the brand. Formal and informative brand name requirements. Способи освіти і етапи створення імені бренду.
35. Characteristics of marketing wars.
36. Brand symbols and other attributes in the branding system.
37. Methods of analysis of brand loyalty.
38. Loyalty Creation Program.
39. Branding activities to strengthen market brand positions.
40. Strategic tasks of brand management.
41. Methods of study and parameters for assessing the current image of the brand.
42. Brand's contract and brand audit.
43. Methods of measuring the strength of the brand and the potential of its development.
44. Methods of measuring consumer perceptions of brand differences.
45. Characteristics of the brand, depending on the values of difference, relevance, respect and understanding.
46. Material costs and capital of a brand, methods of their estimation and forecasting. Структура управління торговою маркою.

47. Stretching and expanding the brand, their varieties and management capabilities.
48. Joint branding, conditions for its effectiveness.
49. The development of the brand in time as a change in its identity.
50. Causes of aging and decline, terms of renewal of the brand.
51. Repositioning (rebranding) in the process of brand management.
52. The brand image: the nature and components.
53. Use of psychological features in the management of brands.
54. Features of creating brand-leaders.
55. Legal grounds for the protection of the brand.
56. Ethical aspects of branding.
57. The development of the brand in time.
58. Corporate branding and its specifics.
59. The essence of commodity branding.
60. National features of branding.
61. Globalization of brands: current state and prospects.
62. Mission of the brand and its image: general and special.
63. The image of the state as a function of the total capital of the country.
64. The essence and content of brand equity as an economic category.
65. Brand equity as an asset of the organization.
66. The constituent elements and stages of the formation of brand equity.
67. World experience in creating brand capital by business entities.
68. Methods and indicators of quantitative and qualitative assessments of brand equity.
69. The concept of marketing risk management in the management of brand equity.
70. Model of system complex management of brand equity.

TEST TASKS FOR SELF-TESTING

1. 1. The process supporting and developing stable relationships with customers and other stakeholders is:
 - A. Traditional marketing
 - B. Relationship Marketing
 - C. Personal Sales
 - D. Target Marketing

2. An aggregate of independent organizations involved in the process of moving a product or service from a producer to a consumer who uses this product or service, either directly or for the production of other goods or services on their basis, is:
 - A. Length of distribution channel
 - B. Distribution channel
 - C. The width of the distribution channel
 - D. Distribution channel level

3. The development and distribution of advertising information about the products offered is a function of the distribution channel:
 - A. Informational
 - B. Sales Promotion
 - C. Establishing contacts
 - D. Negotiating

4. 4. A link of intermediaries who perform certain functions of moving goods and transferring ownership of it to another link of intermediaries in the direction of the end-user - this:
 - A. Length of distribution channel
 - B. The width of the distribution channel
 - A. Channel distribution level

B. Distribution Channel

5. Distribution channel, consisting of one and more independent manufacturers, wholesale and retail trading companies, is a sales marketing system:
 - A. Traditional
 - B. Horizontal
 - C. Vertical
 - D. Multichannel

6. Contract partnership between the manufacturer, wholesaler or service organization and independent businessmen who buy the right to sell the product or service of this brand – is:
 - A. Engineering
 - B. Technopark
 - C. Franchising
 - D. Leasing

7. A sales marketing system that coordinates the sequential stages of production and distribution of goods due to the size and power of one of the system participants, rather than through a single owner or contractual obligation, is called:
 - A. Corporate vertical
 - B. Contractual vertical
 - C. Controlled vertical
 - D. Contracting horizontally

8. A scheme for building a distribution channel in which two or more companies of the same level combine their efforts to develop new marketing opportunities - is a sales marketing system:
 - A. Vertical

- B. Horizontal
 - C. Multichannel
 - D. Combined
9. The retail enterprise, which is distinguished by a variety of offered groups of goods, including clothing, household goods and household goods, is:
- A. Specialized store
 - B. Department Store
 - C. Universal shop
 - D. Store of goods of everyday demand
10. A large retail store of self-service with low prices, low margins and high volumes of sales that trades in a wide range of food products, detergents and household goods - is:
- A. Store of goods of everyday demand
 - B. Universal shop
 - C. Supermarket
 - D. Trading complex
11. A wholesaler which does not own the right to property, the main function of which is that to organize a meeting between the seller and the buyer and to take part in the negotiations, is:
- A. Sales agent
 - B. Procurement Agent
 - C. Broker
 - D. Commissioner
12. Activities on the planning, execution and control of the physical movement of materials, finished products and information about them from their place of

production to the place of consumption in order to meet the needs of consumers and profit, is called:

- A. Товарозабезпечення
- B. Commodity turnover
- C. Sales
- D. Distribution

13. The method of direct marketing using catalogs of goods sent to buyers by mail or sold at a store is:

- A. Direct Mail Marketing
- B. Catalog Marketing
- C. Telemarketing
- D. Interactive marketing

14. Marketing of goods and services through advertising television video of programs using the elements of feedback - this is:

- A. Direct Mail Marketing
- B. Telephone marketing
- C. Telemarketing
- D. Interactive marketing

15. From the proposed list, select the features of marketing research in the industrial market:

- A. Conducting experiments
- B. Systematic research
- C. Personal interview
- D. Widespread use of expert assessments
- E. Significant need for primary data
- F. Significant need for secondary data

16. The most expensive poll is:

- A. Personal poll
- B. Phone poll
- C. Post poll
- D. On the Internet

17. The integral indicator of the competitiveness of industrial goods is defined as a ratio:

- A. The actual value of the technical parameter to the value of the economic parameter of the base sample
- B. Index of technical parameters to the index of economic parameters
- C. The actual value of economic parameters to the value of the technical parameters of the base model
- D. Index of economic parameters to the index of technical parameters

18. The degree of conformity of the set of characteristics and properties of the goods to the aggregate needs and expectations of consumers, taking into account the price they are willing to pay - this:

- A. The usefulness of the product
- B. Value of goods
- C. Quality of goods
- D. Competitiveness of goods

19. Consultations of specialists on goods and maintenance of industrial goods are a type of service:

- A. Technical
- B. Trading
- C. Financial
- D. Informative

20. Sales subdivision of the manufacturer, located in the locations of the main consumers of the enterprise products, containing warehouses for storing significant stocks of finished products, as well as the system of service of goods for industrial use - this:
- A. Sales department of the enterprise
 - B. Sales branch of the enterprise
 - C. Sales office of the enterprise
 - D. Wholesale trade enterprise
21. Determine which elements relate to publicity and public relations as a subsystem of marketing communications.:
- A. Advertising in the electronic network
 - B. Sponsorship
 - C. Public statements
 - D. Representative events for clients
 - E. Presentation of the enterprise
 - F. Demonstration of goods
 - G. Annual enterprise reports
22. Illustrated but not bound edition is:
- A. Postcard
 - B. Newsletter
 - C. Booklet
 - D. Catalog
23. Variety of prospectus, which contains a list of all types of products with detailed technical characteristics and photographs:
- A. Postcard

- B. Newsletter
- C. Booklet
- D. Catalog

24. A public demonstration of the achievements of those or other areas of material or immaterial activity, the purpose of which is the exchange of ideas, knowledge, which is accompanied by a commercial activity - this:

- A. Exhibition
- B. Fair
- C. Exposition
- D. Public relations

25. Commercial measures, the main task of which is the conclusion of commercial contracts for the goods presented on them, is:

- A. Exhibition
- B. Fair
- C. Exposition
- D. Exhibition-sale

26. Representatives of the company "Laska Leasing" administer insurance cases, which deprives customers of additional work in collecting documents - these are the functions by which the company reduces:

- A. Instability of quality
- B. Inseparability from the source
- C. Carelessness
- D. Impalpability
- E. Inflexibility

27. Providing the clients of the "Laska Leasing" company a booklet with photos of satisfied customers on vacation, the slogan "Leasing - profitable and fast"

and the eloquent title " And at this time the registration of your car is taking place " allows you to reduce _____ services.

- A. Inconstancy
- B. Inflexibility
- C. Incompatibility
- D. Impalpability
- E. Storage problems

28. Which of the statements submitted about services is correct?

- A. Ukraine does not export services
- B. Marketing services are identical to the marketing of material goods
- C. Services have not become an important part of the world economy
- D. In the service sector, 40% of new jobs are created every year
- E. In the future, the impact of services on the economy will increase

29. Services are:

- A. Material actions or benefits provided to consumers in exchange for money or other valuables
- B. Invisible elements provided to consumers by the organization in exchange for money or other values
- C. Activities through which material or intangible benefits or their combination are created that the organization provides to the consumer in exchange for money or other valuables
- D. Any activity, tangible or intangible, provided by the organization in exchange for a monetary reward
- E. None of the above

30. The specific features that are inherent in services, unlike material goods, are:

- A. Inflexibility, impalpability, inconstant of quality, inseparability

- B. Impalpability, inconstant of quality, inseparability, inability to store
- C. Incompatibility, inconstant of quality, inseparability, незбережуваність
- D. Invisibility, inconstant of quality, inseparability, impalpability
- E. Inflexibility, discrepancy, inconstant of quality, незбережуваність

31. Impalpability of services means that:

- A. The value of the service provided can be determined only by using subjective criteria
- B. The number of services rendered may vary
- C. The service can not be described, it can only be experienced from its own experience
- D. The service can not be touched, seen, or held before a purchase decision
- E. All of the above definitions are correct

32. Services depend on the abilities and qualifications of the people who provide them, which is expressed in such a specific characteristic of the services:

- A. Impalpability
- B. Invisibility
- C. Inconstant of quality
- D. Inseparability
- E. Inability to store

33. The International Airlines of Ukraine places attractive posters in ticket offices, thus reducing the negative impact of the specific service characteristics of _____.

- A. Impalpability
- B. Discrepancy
- C. Inseparability
- D. Inflexibility
- E. Insignificance

34. The inalienability of services means that:

- A. Consumers do not feel the difference between the services of various suppliers in the industry
- B. Consumers are not able to separate the price from quality
- C. Consumers can not rate the service until they have purchased it
- D. Consumers can not separate the service from its supplier
- E. All of the above is together

35. University students attended the theater "Dah" and were impressed by the bright performance of the dance troupe. After the troupe's performance, they were invited to perform at the university campus. There was no free space in the audience at the day of the performance, but the quality of performance disappointed the audience. The frustration of students was the result of the negative impact of the specific characteristics of the services:

- A. Spoilage
- B. Impalpability
- C. Inconstant of quality
- D. Inseparability
- E. Uniqueness

36. The specific feature of the service _____ is characterized by the cost of payment of the service provider, and the equipment required for this.

- A. Impalpability
- B. Inconstant of quality
- C. Inseparability
- D. Inability to store
- E. Hidden cost

37. After getting a dinner "without leaving the car" at the McDonalds restaurant, Victoria began to consider the worker who accepted and fulfilled her order unfriendly. In addition, the ordered food was cold and caused a gastric disorder. Now, whenever possible, Victoria says something bad about this restaurant. Which specific feature of the service influenced Victoria's attitude to the restaurant?

- A. Inseparability from the supplier
- B. Spoilage
- C. Discrepancy
- D. Impalpability
- E. Inflexibility

38. The dentist gives patients a coupon stating the time of admission to to reduce the negative impact on the results of its activities of such a specific characteristics of services:

- A. Impalpability
- B. Inability to store
- C. Inseparability
- D. Inconstant of quality
- E. Hidden cost

39. Scale of tangibility of services is:

- A. Customer Contact Audit Points
- B. A channel between the service itself, the service provider and the end-user
- C. The notion that the service is inseparable from the service provider
- D. The range from the predominance of material products to intangible services
- E. The range of organizations from unprofitable to commercial

40. For the peculiarities of the provision of services can be classified into two groups, namely:

- A. The predominant use of equipment or labor of people
- B. Commercial or non-commercial purposes
- C. Using skilled or unskilled labor
- D. The participation of the government in their financing or without the participation of the government
- E. All of the above

41. In accordance with scale of perceptibility of services, which of the following organizations has the highest level of impalpability?

- A. Real Estate Agency
- B. Educational service (tutoring)
- C. Advertising agency
- D. Fast food restaurant
- E. Cinema

42. For the purpose of providing the service can be classified into two groups, namely:

- A. The predominant use of equipment or labor of people
- B. Commercial or non-commercial purposes
- C. Using skilled or unskilled labor
- D. The participation of the government in their financing or without the participation of the government
- E. All of the above

43. To the sensory type belongs to the decision to purchase a product such:

- A. Fridge
- B. Lawyer service
- C. Travel

- D. Lunch in the cafe
- E. Educational service

44. The easiest way for the consumer is to buy _____, since the decision-making process in this case belongs to _____ type.

- A. Travels; sensory
- B. Lunch at the restaurant; experienced
- C. Medical services; trustworthy
- D. Clothes; sensory
- E. Footwear; experienced

45 The choice of workshop for car repair belongs to _____ type of decision making on purchase, because in this case _____ material and intangible components of the goods:

- A. Trusted; unbalanced
- B. Sensory; balanced
- C. Experienced; balanced
- D. Trusted; balanced
- E. Experienced; unbalanced

46. To the trusted type belongs to the decision to purchase such a product:

- A. Fridge
- B. Commercials
- C. Clothes
- D. Lunch in the cafe
- E. Educational service

47. The customer's expectations about the service he has not yet received are influenced by:

- A. Word-of-mouth communication

- B. Personal needs
- C. Experience of receiving services
- D. Promotion activities
- E. All of the above factors

48. _____ is one of the characteristics of the quality of services and is defined as readiness (desire) to help clients and improve service.

- A. Reliability
- B. Persuasiveness
- C. Responsibility
- D. Empathy
- E. Perceptible

49. At the moment of the guests' stay hotel staff detect their special needs (special meal, interpreter services, etc.) and during the whole period of residence they satisfy their needs at a high level - this:

- A. Reliability
- B. Persuasiveness
- C. Responsibility
- D. Empathy
- E. Perceptible

50. The store team is making significant efforts, so that under any conditions the assortment and service in the store would meet the expectations of customers - this:

- A. Reliability
- B. Persuasiveness
- C. Responsibility
- D. Empathy
- E. Perceptible

51. Which of the following is a customer relationship audit point for the restaurant «Napoleon», which offers French cuisine?

- A. Господар садовить клієнта
- B. Waiter discusses a list of wines
- C. The kitchen staff brings food to the table
- D. The manager stops to ask if the consumer is satisfied with the food
- E. All of the above – is a customer relationship audit point for the restaurant «Napoleon»

52. The development of relationship marketing is based on this:

- A. The balance of customer loyalty and benefits, which he receives
- B. Increased customer service value for the manufacturer
- C. Reducing the impact of the third and fourth levels of the product
- D. Reduced production cost of service
- E. All of the above

53. Advertising management serves to achieve its main objective: the quick sale of goods. At the same time, three tasks of advertising are being addressed:

- A. Attractive
- B. Trust-image
- C. Argumentated-warranty
- D. Informational

54. The disappearance of the need for advertising in the absence of the possibility of any choice in all these areas. The predominance of oral advertising: herald, fairs, rumors. It belongs to the period:

- A. Proto-advertisement in the ancient world
- B. Advertising in the Middle Ages
- C. Western European and American advertising of the 19th - 20th centuries.

- D. Development of domestic advertising in the early stages.

55. Advertising is an instrument of marketing communication policy, so there is every reason to consider the development of Ukrainian advertising as an evolutionary process, directly related:

- A. With the development of Ukraine's economy
- B. With the history of formation and development of marketing communications in Ukraine
- C. With the acquisition of independence, and the establishment of a new political regime
- D. With progress of means of development, creation and distribution of advertising products

56. Advertising is a set of advertising carriers and other products of the advertising industry, used in the process of influencing the target audience by means of advertising. This is the notion of advertising:

- A. Advertising function
- B. Advertising industry
- C. Advertising products
- D. Advertising a form of communication

57. Advertising - a paid, unidirectional and non-personal appeal, which is carried out through the media and other types of communication, which agitates in favor of any product, brand, firm. Definition writer:

- A. F. Kotler
- B. K.L. Beauvais
- C. U.F. Arens
- D. A. Dayan

58. There are such types of advertising as:

- A. Business
- B. Social
- C. Political
- D. Religious

59 Classical advertising, that is, paid, unidirectional and non-personal treatment, which is located in mass media (newspaper, radio, television) in order to inform certain group of people of some facts about goods, services or ideas is:

- A. Direct advertisements
- B. Advertising in the media
- C. Advertisement at the point of sale
- D. Personal advertising

60. By the nature of the emotional impact, advertising is divided into:

- A. Emotional
- B. Frivolous
- C. Rational
- D. Sensual

GLOSSARY

Copyright - the exclusive right to reproduce, publish and sell content and forms of literary, musical and artistic works. The complex of marketing of the enterprise.

Brand - is an object (a commercial or non-profit organization, product or service) with a unique name and symbol (logo, slogan and / or packaging design) and, most importantly, commercially successful and with a consistent reputation.

Branding - is the entire marketing process of brand creation, its registration and management.

Cost - is the measure of how much the buyer will be willing to pay for the estimated brand.

Costs - is the amount of cash needed to create an object of evaluation or to purchase it.

Demarketing - a kind of marketing, whose task is to eliminate agiotage demand; is realized due to increase of volumes of production and sales of products, increase of prices, weakening of advertising activity, etc.

Income from intangible assets - is the balance received after deduction of income from tangible assets from total operating profit.

The report on the measurement of the value of brand equity is an official document, which is issued in the established order on the effects of the measurement.

Sign for goods and services is the notation by which the goods and services of one are different from the goods and services of others.

Service mark is a trade brand, but it is used only in relation to services, not goods.

Elimination is the process of withdrawing an obsolete product (service) from the market.

The effectiveness of marketing activities - is the degree of use of marketing tools in conjunction with the means and capabilities of the enterprise.

Life cycle of products - a concept that characterizes the development of product sales and profit from its implementation, offers measures on the strategy and

tactics of marketing from the time the product arrives in the market and before its withdrawal from the market.

Image - the image of goods, services, enterprises, firms; deliberately shaped view of the prestige of the firm, the quality of its products and its services, designed to make emotional and psychological impact; one of the means of propaganda, advertising.

Individual marketing - a kind of marketing, the task of which is to create and maintain demand for unique goods (antiques, artistic products, etc.); is realized by means of setting up a system of personal sales, service, exclusive distribution, etc.

Integrated branding is an organizational strategy in which all actions and appearances of a company are based on values (branding), in which the strengths of the company (goods or services) and the values of customers overlap.

Capital - Self-increasing advance value; investments that allow to get income.

Category - theoretical expression of real-life production relations.

Conversion marketing is a type of marketing whose task is to change the negative attitude of consumers towards a product to a positive one; realized through improving the quality of the product, reducing prices, more effective promotion and the like.

Creative concept - one of the main sections of the plan of the advertising campaign, which contains proposals for the creative implementation in advertising of the concept of positioning the product, the choice of brand image, the development of a slogan, etc.

Creativity is a spiritual instrument of mythological design, which is a collection of techniques for the preparation, implementation and completion of the process of creativity, understood as subconscious artistic modeling, which begins and ends with a conscious communication with its own subconscious.

The criterion of management effectiveness is quantitative indicators that characterize its effectiveness and profitability, which allow disclosing the essence of the task being solved by the organization, determine the main, decisive links and ways to improve management.

Logo - a specially designed, individually stylized form of company name, often in the original designer image.

Marketing - a complex system of measures for the organization of production and trade activities, based on the study and forecasting of the market in order to maximize opportunities to meet the needs of buyers and profit.

Brand equity is a complex economic category that expresses socio-economic relations between the subjects of economic interests (producers, intermediaries, consumers) about the reproduction of goods that have the ability to create additional value based on the positive subjective beliefs of consumers.

Brand mark is part of a brand that you can know but impossible to pronounce. This may be a symbol, an image, a distinctive color, or a specific font design.

Brand name is part of the brand that you can pronounce.

Марочне сімейство – a family of goods under one brand, which can be expanded, and stretching (with the change in positioning and identity, the brand will change, even if the old packaging and name).

Metadesign is a kind of design that is semantically interpreted in the creative and psychological sense as "tricks", "intrigue", in conjunction with poetry, music, choreography, performance, conceptual and electronic art, artistically and figuratively models own properties of an individual, his inner personality manifestations, interpersonal ties and relations that represent in aggregate the conditional standards of a person for imitation, analytical, pedagogical and other purposes.

Multibrand - stretching a single brand on a product line and offering various benefits (taste, quality, quantity, appearance and packaging, etc.).

Nishing - defining a niche among mark positions by comparing the positions of competitive brands.

Overbranding – overflows market by brands.

Weakening is harm to the trademark owner if your chosen sign is already in use. Such practice is prohibited by law.

Enterprise - production, trade and other institution; the enterprise as an object of law - a property complex used for entrepreneurial activity.

Further cost – this is the value of a business that is attributable to the period of time occurring after the achievement of the planning horizon, and forming the bulk of the company's value.

Indicator is a generalized characteristic of the properties of an object or process. The indicator serves as a methodological tool, which provides an opportunity to test the theoretical positions with the help of empirical data.

Market testing - projection of sales or profits, is a test marketing (market test) - a controlled experiment performed in a limited but carefully selected market sector.

Stretching a brand is a modification of the brand while maintaining the product category, destination, target audience, identity.

The expansion of the brand is the extension of the brand to a new consumer segment and an adjacent commodity category.

Slogan - short phrases that are intended to emphasize some of the qualities and characteristics of the product or of the enterprise as a whole. The advertising slogan, the motto is aimed at creating an image of the company and advertising the product.

Cost price is the amount of money required to create or produce goods or services.

Joint branding - the joint development of several well-known brands.

Goods - any thing (material / intangible), not limited in turnover, freely alienated and transits from one person to another under a contract of sale.

Trade (Commodity) brand - name, term, sign, symbol, drawing or combination, intended to identify the goods and services of one seller or group of sellers and differentiate them from the goods and services of competitors.

Company logo – a unique graphic element that is usually located next to the company's name. Can be used separately.

Price is the actual figure, which is the amount of money necessary or paid for a particular product or service.

Brand Awareness – the degree of brand popularity.

Brand Leverage – the brand's ability to spread through the increase in the number of users.

Brand Loyalty – commitment to the brand.

Brand Positioning – positioning the brand - a place in the market that the brand has in relation to its competitors, as well as a set of consumer needs, part of the brand identity.

Brand Positioning Statement – the brand's position is the place that the brand takes in the minds of the target segment in relation to its competitors.

Brand Value – the cost of the brand in monetary terms.

Brand Power – the measure of brand ability to dominate in this category of products.

Brand Relevance –the degree of conformity of the image and the character of the brand to the needs and desires of the buyers, distribution to new product groups, new markets and in new quality.

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