

Faculty of Tourism and Hospitality / TOURISM / Brand Management in Tourism

Course:	Brand Management in Tourism			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
13050	Mandatory	3	6	2+1+0
Programs	TOURISM			
Prerequisites	-			
Aims	- Studying the principles of brand management and getting to know the modern tendencies regarding the creation of destination brands.			
Learning outcomes	- Understands the relationships between branding, consumer loyalty, the pricing policy of companies in tourism and hospitality and market leadership. - Creates, evaluates and manages brand strategies of tourism destinations			
Lecturer / Teaching assistant	Prof. Dr. (PH) Andriela Vitić Četković, full professor			
Methodology	Lectures, seminars, study visits, consultations.			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	The concept, function and characteristics of the brands.			
I week exercises	Case studies.			
II week lectures	The evolution of the concept of branding.			
II week exercises	Case studies.			
III week lectures	Brand identity.			
III week exercises	Case studies.			
IV week lectures	Destination Branding . The nation (state) as a brand.			
IV week exercises	Case studies.			
V week lectures	Consumer perception and brand characteristics. Brand networking.			
V week exercises	Case studies.			
VI week lectures	Brand strategy decisions. Brand positioning. Designing a branding strategy.			
VI week exercises	Case studies.			
VII week lectures	Brand sponsorship. Strategic alternatives to brand development.			
VII week exercises	Case studies.			
VIII week lectures	Corporate brand and company reputation. Managing brand portfolio.			
VIII week exercises	Case studies			
IX week lectures	Colloquium.			
IX week exercises	Case studies.			
X week lectures	Managing a brand value. Financial indicators of the brand value. Brand value models.			
X week exercises	Presentation of students essays.			
XI week lectures	Communication and maintaining brand value.			
XI week exercises	Presentation of students essays.			
XII week lectures	Brand sustainability.			
XII week exercises	Presentation of students essays.			
XIII week lectures	Internationalization of brands.			
XIII week exercises	Presentation of students essays.			
XIV week lectures	Specifics of brand management in tourism and hotel industry.			
XIV week exercises	Presentation of students essays.			
XV week lectures	Brand management of tourism destinations.			

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XV week exercises		Presentation of students essays.				
Student workload						
Per week		Per semester				
6 credits x 40/30=8 hours and 0 minuts 2 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises 5 hour(s) i 0 minuts of independent work, including consultations		Classes and final exam: 8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts Total workload for the subject: 6 x 30=180 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 36 hour(s) i 0 minuts Workload structure: 128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)				
Student obligations		Attendance at lectures and seminars, essay.				
Consultations		After the classes and by agreement with the professor.				
Literature		1. Keller: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson education, 2012. 2. Heding, T. and Knudtzen, Ch. F: Brand Management: Research, Theory and Practice, 2015.				
Examination methods		Attendance at classes - up to 10 points, colloquium - up to 20 points, essay - up to 20 points, final exam - up to 50 points.				
Special remarks						
Comment						
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points