

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2022-2023**

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| **College/ Institute**  | **Erbil Technical Administration College** |
| **Department** | **International Marketing and language** |
| **Module Name** | **BRANDING AND PRODUCT DESIGN** |
| **Module Code** | **BPD403** |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**× |
| **Semester** | **Fourth Semester** |
| **Qualification** |  |
| **Scientific Title**  |  |
| **ECTS (Credits)** | **4** |
| **Module type** | **Prerequisite Core Assist.**× |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 1 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **14** |
| **Lecturer (Theory)** | **Sardar Yaseen Saber** |
| **E-Mail & Mobile NO.** | **Sardar.sabir@epu.edu.iq-** **07504674770** |
| **Lecturer (Practical)** |  |
| **E-Mail & Mobile NO.** |  |
| **Websites**  | [**www.epu.edu.iq**](http://www.epu.edu.iq) |

**Course Book**

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| **Course Description** | Branding has become one of the most important aspects of business strategy. A strong understanding of branding is essential for the success of a business. This Curriculum provides an opportunity to internalize the concepts, principles and tools important in successful branding. What is a brand? How can a brand stay relevant? What is brand strategy? How are meaningful brands created? Why do some brands have greater longevity and loyalty? How to reach the target audience? This course will provide opportunities to understand the building blocks of a strong brand and apply strategies and techniques. Students will develop acumen and confidence in their strategic and analytical ability working with discussions, assignments, readings and problem solving. Students will develop enhanced strategic skills, conceptual, analytical and decision-making skills. |
| **Course objectives** | 1: Define and apply the building blocks of brand development - the mission, vision, values and purpose of the brand.2: Explain what makes a brand strong and why a brand can command a premium.3: Identify brand opportunities and define brand strategy to best position the brand and achieve goals.4: Analyzing consumer and market trends and demonstrating their effects.5: Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production. |
| **Student's obligation** | Student's obligation• The student is required to prepare continuously for the material to avoid confusion on the day of the exam.• Participate in the discussion during the lesson.• Comparing what is taken from the material and applying it on the ground by addressing models of realistic organizations in terms of each case.• Performing at least 2-4 daily exams ((quizzes).• Preparing the duties required of him.• Participate in groups with fellow students to conduct scientific dialogues and panel discussions in the hour allotted for the practical hour.• Doing a project on this article.• Writing reports on various administrative issues. |
| **Required Learning Materials**  | Using tools using (Data Show), (Power Point), (Weight Board). -Panel discussions during the lecture, with the possibility of showing scientific films, if time allows, with the use of panel discussions for some topics. |
| **Evaluation** | ‌ **Task** | **Weight (Marks)** | **Due Week** | **Relevant Learning Outcome** |
| Paper Review  |  |  |  |
| Assignments | Homework | 10 | 1-12 |  |
| Class Activity | 2 | 1-12 |  |
| Report | 8 | 1-12 |  |
| Seminar | 8 | 1-12 |  |
| Quiz | 8 | 1-12 |  |
| Midterm Exam | 24 |  |  |
| Final Exam | 40 |  |  |
| Total | 100 |  |  |
| **Specific learning outcome:** |  |
| **Course References‌:** |  |
| **Course topics (Theory)** | **Week** | **Learning Outcome** |
| Chapter 1: The Brand and the ProductWhy Brands and Not Products? | **First** |  |
| DEFINING THE BRAND STRATEGY | **Second** |  |
| Six Brand Stories and the Role of the Product | **Third** |  |
| Chapter 2: History: Value-centredness in Branding and Design/ Towards Brands with a Purpose | **Fourth** |  |
| How Design Philosophies Have Built Brands | **Fifth** |  |
| ALESSI IN THE POST-MODERNIST DESIGN PARADIGM | **Sixth** |  |
| Products: Performing Brand Stories | **Seventh** |  |
| THE IMPORTANCE OF UNDERSTANDING THE JOURNEY | **Eighth** |  |
| EXPERIENCING WITH ALL THE SENSES | **Ninth** |  |
| Strong Brand and Product StoriesBRAND STORIES WITH SUBSTANCE | **Tenth** |  |
| STORIES IN THE WIDER CONTEXT OF THE PRODUCT | **Eleventh** |  |
| Context: A Dynamic Learning Process | **Twelfth**  |  |
| DESIGN AS AN INTEGRATED EFFORT | **Thirteenth**  |  |
| Definitions of DNA BIOCHEMISTRY | **Fourteenth** |  |
|  **Questions Example Design:****1- What is BRAND and Who are the designers of Brand?****2-** Dieter Rams was appointed as ……….. For Braun.A. All of the below B. chief ProducerC. chief Owner D. **chief designer** |
|  **Extra notes:** |
| **External Evaluator** |