

Module (Course Syllabus) Catalogue 2022-2023

College/ Institute	Erbil Technical Administration College	
Department	International Marketing and language	
Module Name	BRANDING AND PRODUCT DESIGN	
Module Code	BPD403	
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input checked="" type="checkbox"/>
	High Diploma <input type="checkbox"/>	Master <input type="checkbox"/>
		PhD <input type="checkbox"/>
Semester	Fourth Semester	
Qualification		
Scientific Title		
ECTS (Credits)	4	
Module type	Prerequisite <input type="checkbox"/>	Core <input type="checkbox"/>
		Assist. <input checked="" type="checkbox"/>
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)	Shirzad Mohammed Mahdi	
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Lecturer (Practical)		
E-Mail & Mobile NO.		
Websites	www.epu.edu.iq	

Course Book

<p>Course Description</p>	<p>Branding Foundations is an excellent course for understanding the fundamentals of branding in a well-structured and complete way. The course is short but provides a solid background for entrepreneurs or anyone interested in learning about branding. The course develops theoretical & concept based competences, identifies and describes the construction of brand value. Includes brand concepts in a global context, basic brand concepts, the core elements of the brand, the construction of brand value, the importance of brand identity, brand evaluation and brand audit. The definition of product design describes the process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market. The key to successful product design is understanding the end-user customer, the person for whom the product is being created.</p>			
<p>Course objectives</p>	<p>Define the main concepts and explain the purpose of branding. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application. Describe the process and methods of brand management, including how to establish brand identity and build brand equity. Competence with a set of tools and methods for product design and development. Confidence in your own abilities to create a new product. Awareness of the role of multiple functions in creating a new product (e.g. marketing, finance, industrial design, engineering, production).</p>			
<p>Student's obligation</p>	<p>Course aims. This integrated approach to education prepares graduates to work in Branding and product design and related design professions both locally and internationally.</p>			
<p>Required Learning Materials</p>	<p>استخدام وسائل باستخدام (Power Point) ، (Data Show) ، (Weight) ، (Board) . - الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع.</p>			
<p>Evaluation</p>	<p>Task</p>	<p>Weight (Marks)</p>	<p>Due Week</p>	<p>Relevant Learning Outcome</p>
<p>Paper Review</p>				
<p>Assignments</p>	<p>Homework</p>	<p>10</p>	<p>1-12</p>	
	<p>Class Activity</p>	<p>2</p>	<p>1-12</p>	
	<p>Report</p>	<p>0</p>	<p>1-12</p>	
	<p>Seminar</p>	<p>6</p>	<p>1-12</p>	
	<p>Essay</p>	<p>0</p>	<p>1-12</p>	
	<p>Project</p>	<p>10</p>	<p>1-12</p>	
<p>Quiz</p>		<p>8</p>	<p>1-12</p>	

	Lab.			
	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 Product Why 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 Stories BRAND 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				

Extra notes:

External Evaluator