

Master program: **Brand Management**

## **General Information**

### **Short Description of the Program**

The Master program offers a project-based method of study and training. The syllabus is focused on a large scale of disciplines, professional skills and research methods, which compose the variety of responsibilities of the professional brand manager, as well as other professions, related to the world of brands. The program curriculum covers some of the major areas of study: 1) marketing theory; 2) training on the creative side of branding: brand building; online branding; luxury branding; 3) courses focused on the economic strategies, international business trends and market research; 4) theory, practices and lab researches of brands; 5) weekly seminar with visiting business and marketing practitioners – students meet professionals working in the field of brand management, marketing and advertising; 6) integrated marketing communications – event management, public relations, management of the advertising process; 7) the last trends in semiotic, ethnographic and sociological approaches to research the brands and the corporate communication at large.

The study process in the program relies on the consistent use of the e-learning environment Moodle. It is a full-time study program, but Moodle makes it possible students to have a big flexibility in their attendance schedule for classes and exams.

The Master program has a well developed preparatory module for students coming from education fields not related with marketing, advertising and brand building. The program offers an additional semester for students who have the degree “professional bachelor” (180 ECTS) in professional area of Economics and Marketing.

### **Subject and professional qualification:**

Subject – Brand Management

Professional qualification – master in Brand Management.

### **Professional area:**

3.8 Economics

### **Practices:**

The program includes practices and training in international companies, organizations, and advertising agencies where the students could find job opportunities after graduation.

### **International mobility:**

With the sector program Erasmus+, with bilateral agreements between NBU and foreign universities.

### **Competences of the program graduates:**

The graduated students:

- will have theoretical knowledge about the main principals of brand management, marketing and the related creative, research and management activities;
- will have practical skills to create and develop international brands;
- will be able to do a critical evaluation of the international market and will be well prepared on the matter of the intellectual property aspects of branding;
- will have knowledge about business communication in written and verbal form in English;
- will be able to analyze markets using the lifestyle and psychographic approaches and conceive appropriate communicative strategies to reach the audience.

**Graduation:**

Collection of specific number of credits; master thesis defense or state exam.

**Professional realization:**

The graduates of the MA in Brand Management are qualified to work as (junior) brand managers, marketing experts on different levels in multinational companies; brand and communication consultants; in marketing/brand research agencies; in advertising agencies; in NGOs and political formations which adopt marketing tools for promotion of their goals.

**Program acceptance:**

In the program are accepted students with bachelor or master degree.

The candidate should have minor business or marketing knowledge.

The acceptance procedure includes interview and motivational essay.

The candidate must have at least B2 English language skills.

**Department offering the program:**

Southeast European Center for Semiotic Studies, Department of Economics

**First year**

**Courses for the first semester**

**SEMM700 Marketing Management**

Assist. Prof. Dimitar Trendafilov

Ivan Stoev

**SEMM701 Brand building**

Svetoslav Billiarsky

**SEMM702 International business**

Assoc. Prof. Stefan Stefanov

**SEMM703 Online branding and advertising**

Assist. Prof. Reni Yankova  
Yagodina Manova

**SEMM704 Sociology of consumption**

Prof. Kristian Bankov  
Assist. Prof. Ivo Iv. Velinov

**SEMM705 The institution of online communication**

Assoc. Prof. Borislav Gueorguiev  
Assist. Prof. George Tsonev

**BCRM746 Business English**

Assoc. Prof. Diana Yankova

**Practices, assignments and seminars:**

**SEMM710 Practice: How to do a master's thesis**

Assoc. Prof. Borislav Gueorguiev; Assist. Prof. George Tsonev, 3 кредита

**SEMM711 Individual assignment: Online branding and advertising**

Assist. Prof. Ivo Iv. Velinov, 3 кредита

**SEMM712 Practice: Brand research lab I**

Assist. Prof. Ivo Iv. Velinov, 3 кредита

**SEMM713 Meeting the brand managers in Bulgaria I (guest lecturer)**

Assist. Prof. Dimitar Trendafilov; Prof. Kristian Bankov; Assist. Prof. Reni Yankova;  
Yagodina Manova, 3 cr.

**SEMM714 Individual assignment: Marketing management**

Assist. Prof. Dimitar Trendafilov, 3 cr.

**SEMM715 Seminar: EFSS with final test examination**

Prof. Kristian Bankov; Assist. Prof. Boyka Batchvarova, 3 cr.

**SEMM716 Practice on presenting in public**

Assist. Prof. Boyka Batchvarova, 3 cr.

**Courses for the second semester**

**SEMM720 Brand management 1**

Assist. Prof. Dimitar Trendafilov  
Prof. Kristian Bankov

**SEMM721 Corporate strategies in competitive markets**

Elena Spasova

**SEMM706 Market research**

Assist. Prof. Dimitar Trendafilov

**SEMM723 Semiotic methods of brand research**

Prof. Kristian Bankov

**SEMM724 PR brand strategies**

Assist. Prof. Reni Yankova

**SEMM725 Event management**

Assoc. Prof. Sonia Alexieva

Assist. Prof. Stefania Temelkova

**SEMM726 Fundamentals of Intellectual property management**

Ventsi Stoilov

**Practices, assignments and seminars:**

**SEMM730 Individual assignment: Erotic Branding**

Assist. Prof. Albena Pavlova, 3 cr.

**SEMM731 Practice: Brand research lab II**

Assist. Prof. Ivo Iv. Velinov, 3 cr.

**SEMM732 Individual assignment: PR brand strategies**

Assist. Prof. Reni Yankova, 3 cr.

**SEMM733 Individual assignment: Luxury branding**

Assist. Prof. Reni Yankova; Assist. Prof. Ivo Iv. Velinov, 3 cr.

**SEMM734 Individual assignment: Marketing management**

Assist. Prof. Dimitar Trendafilov, 3 cr.

**SEMM735 Individual assignment: Brand management 1**

Assist. Prof. Dimitar Trendafilov; Prof. Kristian Bankov, 3 cr.

**SEMM736 Meeting the brand managers in Bulgaria II (guest lecturer)**

Assist. Prof. Dimitar Trendafilov; Prof. Kristian Bankov; Assist. Prof. Reni Yankova;  
Yagodina Manova, 3 cr.

**Second year**

**Courses for the third semester**

**SEMM740 Brand management 2**

Prof. Kristian Bankov

Assist. Prof. Dimitar Trendafilov

**SEMM741 Internal communications - corporate image and identity**

Assist. Prof. Evelina Christova

**SEMM742 Cultural branding**

Assist. Prof. Dimitar Trendafilov

Assist. Prof. Vladimir Marinov

**SEMM743 Luxury branding**

Assist. Prof. Reni Yankova

Assist. Prof. Ivo Iv. Velinov

**SEMM744 Means for public presentation**

Assist. Prof. Boyka Batchvarova

**SEMM745 Verbal business communication**

Assoc. Prof. Tatiana Fed

**SEMM722 The advertising process: structure and management**

Albena Chobanova

**Internship**

**SEMM750 Internship in Brand management**

Prof. Kristian Bankov

Assist. Prof. Ivo Iv. Velinov

Assist. Prof. Reni Yankova

**Preparatory module:**

**MBAM001 Basics of market Economy**

Assoc. Prof. Stefan Stefanov

Elena Spasova

**ADVB766 Vision and communication of brands**

Prof. Kristian Bankov

**CASB665 Integrated marketing communication**

Albena Chobanova

**BCRM001 Reading and writing of business texts**

Assist. Prof. Maria Neikova

**SEMM617 Communication and culture in the marketing age**

Assist. Prof. Ivo Iv. Velinov

## **Integrating module**

### **MBAM001 Basics of market economy**

Assoc. Prof. Stefan Stefanov  
Elena Spasova

### **ADVB766 Vision and communication of brands**

Prof. Kristian Bankov

### **CASB665 Integrated marketing communication**

Albena Chobanova

### **BCRM001 Reading and writing of business texts**

Assist. Prof. Maria Neikova

### **SEMM617 Communication and culture in the marketing age**

Assist. Prof. Ivo Iv. Velinov

### **OOK019 Introduction to semiotics**

Prof. Kristian Bankov  
Assist. Prof. Ivo Iv. Velinov

### **Practices, assignments and seminars:**

#### **MBAM034 Individual assignment: MBAM001 Basics of market Economy**

Assoc. Prof. Stefan Stefanov, Elena Spasova; 3 cr.

#### **BCRM414 Individual assignment: Multinational business corporations**

Assoc. Prof. Stefan Stefanov, Elena Spasova; 3 cr.

#### **CASB823 Individual assignment: Management of advertising campaign**

Albena Chobanova; 3 cr.

#### **CASB865 Individual assignment: Management of advertising agency**

Albena Chobanova; 3 cr.

#### **SMMB611 Individual assignment: semiotic analysis - II part**

Prof. Kristian Bankov; 3 cr.

#### **SMMB713 Practice: Semiotic analysis of commercial websites**

Assist. Prof. Dimitar Trendafilov; 3 cr.

#### **SMMB706 Seminar: Semiotic Theories of Media**

Assoc. Prof. Borislav Gueorguiev, Assist. Prof. George Tsonev; 3 cr.