

Educational program “BRAND MANAGEMENT”

EDUCATIONAL PROGRAM GOAL

Training of a marketing leader who knows how to use innovative technologies to create value brands for the implementation of strategic guidelines for enterprise development

CAREER OPPORTUNITIES (POSITIONS)

- The leading positions in the international and national companies with high remuneration
- Brand manager
- Marketing director
- Commercial Director
- Head of sales department
- Brand management specialist
- Specialist in branding in the digital environment

EMPLOYERS – COLLABORATES OF EDUCATIONAL PROGRAM, PARTICIPANTS IN THE FORMATION OR THE CONTENT OF TRAINING AND PRACTICAL TRAINING

Enterprises of different types of economic activity, in particular: Management partner «Deol Partners», Lifesell LLC, Silpo Food LLC, PJSC «Lantmannen AXA» and others.

MAIN DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAM

Brand Management; Brand Strategy; Reputation Management; Strategic Marketing; Value-based Management; Luxury Goods; Project Management; and others.

COMPETITIVE ADVANTAGES

- Participation of leading practitioners in the educational process
- Ongoing updating (modernization) of the educational content
- European level of the modern material base (specialized laboratories, computer classes, intellectual library, numerous co-working rooms)
- Mastering of information technologies in professional activities
- The ability to go in parallel with the education abroad
- In-depth study of foreign languages
- Rich sports, social and cultural life
- Involvement of students in brand management projects on behalf of stakeholders
- Formation of knowledge to find new insights to grow to the level of a brand leader.

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