

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Department of Management Marketing
1.4 Field of study	Management
1.5 Cycle of study	Cycle II – Master
1.6 Program of study /Degree	Advanced Management/Master Degree

2. Information regarding the discipline

2.1 Name of discipline	Brand Management (FSTE-....)						
2.2 Course titleholder	Oana-Maria SECARĂ, Lecturer Ph.D.						
2.3 Seminar titleholder	Oana-Maria SECARĂ, Lecturer Ph.D..						
2.4 Year of study	I	2.5 Semester	2	2.6 Type of assessment	Cv	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					72
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					28
Preparing seminars/laboratories, themes, projects, portfolios and essays					10
Tutorship					4
Assessment activities					2
Other activities.....					-
3.7 Total hours of individual study	72				
3.9 Total hours/semester	100				
3.10 Number of credits	4				

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard, computer, internet acces
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, computer, internet acce

6. Specific skills acquired	
Professional skis	C1.1 Defining concepts, methods, techniques and tools of brand management; C1.2 Explaining the concepts, methods, techniques and tools of brand management; C1.3 Application methods, techniques and tools specific in brand management ; C3.1 Defining the organization's environment , identify and describe its main variables;. C3.2 Interpretation impact on the work environment variables organization; C3.3 Identification and selection factors influencing the functioning of the organization. C5.1, C5.5
Transversal Skills	CT1 Applying the principles, norms and values ethics in their strategy of rigorous, efficient and responsible work CT2 Identifying the roles and responsibilities in a multi specialised team and application of techniques and effective working relationships within the team

Aptitudini/ Competențe ESCO	▪ Knowledge of management theories, business strategies, organisational structures ▪ Knowledge of management theories, business strategies, organisational structures ▪ Skill to analyse business performance, apply strategic models, evaluate data ▪ Competence in advising improvement, recommending strategies ▪ Organizational & planning skills ▪ Critical thinking
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6. 2. Rezultate așteptate ale învățării	
Cunoștințe	The student/graduate demonstrates understanding of fundamental concepts regarding marketing communication, branding, advertising, sales promotion, public relations, direct marketing, and event marketing.
Aptitudini	The student/graduate applies methods and techniques to conduct analyses of the internal and external environment and interprets the results to substantiate marketing decisions in terms of managing the assortment range.
Responsabilități și autonomie	The student/graduate demonstrates the ability to substantiate pertinent decisions regarding product strategy, brand, within business organizations operating in the specific field.

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	- To teach students how to develop brand management programs. - To create a brand management - Students will understand brand management in respect to business, schools, home, education, and virtual reality; - Knowledge and understanding by students of the concept and methods and tools and language specific to trademarks and industrial to work with them in specific areas.
7.2 Specific objectives	- To formulate a working definition of brand management; - To demonstrate competence in using brand management; - Formation of skills and abilities and skills to design branding and brand creative and effective and applicable in the field of brand management - Develop skills of critical analysis interpretive concepts, theories, models and methods aimed at branding used in the field, with a view to developing creative approaches and to formulate viable solutions to the economic unit in order to increase efficiency.

8. Contents

8. Contents		
8.1 Course (C)	Teaching methods	Observations
8.1.1. Introduction in Brand management	Lecture, debate, deduction, interaction, illustration	2 h
8.1.2. Brand and trademark		2 h
8.1.3. Brand loyalty		2 h
8.1.4. Brand recognition		2 h
8.1.5. Brand associations		2 h
8.1.6. Logo, name, slogan		2 h
8.1.7. Brand extensions		2 h
8.1.8. Copying brands		2 h
8.1.9. Positioning decision		2 h
8.1.10. Rebranding- Brand revitalization		2 h
8.1.11. Global branding		2 h
8.1.12. Successes brands		2 h
8.1.13. Brand strategies		2 h
8.1.14. Brand management development		2 h
Bibliography		
1. AAKER, D.A., – "Brand Portfolio Strategy" -,Publisher Brandbuilders, București, 2006;		
2. AAKER, D.A., – "Capital brand management" -, Publisher Brandbuilders, București, 2005;		
3. HAIG, M., - "Great successes of famous brands", Publisher Meteor Business, București, 2009;		
4. KLEIN; N., -" No logo: tyranny marks", Publisher Comunicare.ro, București, 2006;		
5. KOTLER, Ph. – "Marketing management", Publisher Teora, București, 1997;		
6. McEVEN, W.J., -" Brand Strength", Publisher Alfa, București, 2008;		
7. OLINS, W., -"Branding manual", Publisher Vellant, București, 2009;		
8. OLINS, W., "About brand ", Publisher Comunicare.ro, București, 2006;		
9. RIES, Al – " The 22 Immutable Laws of Branding" -, Publisher Brandbuilders, București, 2003.		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Brand portofolio	Applications, examples, workshop, authoring, interaction	
8.2.2. Brand equity		
8.2.3. Brand loyalty evaluation		
8.2.4. Perceived Brand quality		
8.2.5 . Measuring Brand associations		
8.2.6. Personal branding		
8.2.7. Brand management problems		
Bibliography:		
1. AAKER, D.A., – "Brand Portfolio Strategy" -,Publisher Brandbuilders, București, 2006;		
2. AAKER, D.A., – "Capital brand management" -, Publisher Brandbuilders, București, 2005;		
3. HAIG, M., - "Great successes of famous brands", Publisher Meteor Business, București, 2009;		
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5. KOTLER, Ph. – "Marketing management", Publisher Teora, București, 1997;
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9. RIES, Al – " The 22 Immutable Laws of Branding" -, Publisher Brandbuilders, București, 2003;

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- Drive customer loyalty by applying economic and financial strategies specific brand
- What does feels like brand loyalty in the auto segment , or otherwise chosen segment?
- How to determine whether investments in social media marketing are effective
- How is a country brand determinated

10. Using tools based on generative artificial intelligence

Using artificial intelligence as a research and structuring assistant is generally legal and moral, but generating the entire text and presenting it as your own creation constitutes academic plagiarism and is prohibited.

What is prohibited:

- Direct copying of texts, generation of entire sections of text, diagrams, graphs, tables, images generated by AI gen in the work.
- Using AI gen to invent fake laboratory results, questionnaires or statistics,
- Using AI gen to invent books, authors or links that seem real, but do not exist.

What is allowed:

- Using AI gen for grammatical correction of spelling mistakes or reformulating strange phrases, translations, organizing ideas or helping with programming, improving the fluidity of the text,
- Generating ideas for structure, chapters or identifying research perspectives,
- Requesting simple explanations for difficult theoretical concepts that you then look for in books/scientific papers.

Each student is required to mention, through a statement written separately for each task, according to the model provided in Annex 2 of the Regulation on the use of generative artificial intelligence in teaching and scientific activity at the Faculty of Economic Sciences, University of Oradea, the tool used, the specific way of use and the section in which it was used. The statement will be inserted at the beginning of the work related to the respective task.

11. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
11.1 Course (C)	Attendance and active participation, Test	Summative assessment: 60% project- management tools	60%
11.2 Seminar (S)	Project	Continuous assessment 40%: Oral presentation 2 individual assignment Presentation evaluation	40%
11.3 Laboratory (L)			
11.4 Project (P)			
11.5 Practical works (P)			
11.6. Minimum performance standard			

- Attendance at minimum half of course hours
- Attendance at minimum half of seminar hours
- Do the project and obtain half of the points at the evaluation

Date	Course titleholder:	Seminar titleholder:
17.09.2026	Lecturer Ph.D Oana-Maria SECARĂ E-mail address: osecara@gmail.com	Lecturer Ph.D Oana-Maria SECARĂ E-mail address: osecara@gmail.com

Director of Department,
Professor habil Maria-Madela ABRUDAN , PhD

**Date of approval in
the Department:**

Contact data¹:

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25.09.2026

Dean,

Professor habil. PhD. Diana SABĂU-POPA

**Date of approval in
The Council of the
Faculty of
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28.09.2026

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² State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*