



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Management and Marketing
ECTS Information Package

Specialty Marketing, innovations and branding

Education and qualification degree: Master

The training is intended for graduates of "Bachelor"/"Master" qualifications in professional fields 3.7. Administration and management, 3.8. Economics and 3.9. Tourism.

1. GENERAL PRESENTATION OF THE PROGRAM

This qualification characteristic reflects the scope and level of professional knowledge and skills that graduates must acquire, as well as the areas of their future professional realization. The pragmatically organized curriculum is in line with the requirements of the modern labor market and its main goal is to prepare competitive, highly qualified specialists in marketing, innovations and branding for the business needs in the country and abroad.

2. PURPOSE OF THE PREPARATION

Masters in "Marketing, innovations and branding" acquire in-depth theoretical knowledge and practical skills related to the marketing strategy, advertising strategy and marketing research; new methods and techniques for making innovative decisions for the development of attractive products to reach the target audience; the application of new technologies and tools to create competitive products and innovative brands in the digital age. The combined master's program enables students to develop their professional skills and abilities in terms of branding in today's competitive global environment, where organizations continue to compete in oversaturated markets. The key to successful brand development is understanding its synergy with innovations. In this regard, the current master's program "Marketing, innovations and branding" helps future leaders to develop innovative products and attractive marketing strategies of the campaign.

3. KNOWLEDGE, SKILLS AND COMPETENCIES ACQUIRED UNDER THE NATIONAL QUALIFICATIONS FRAMEWORK

Knowledge

1. A broad range of theoretical and practical knowledge - most of which specialize in marketing, innovations and branding, that build attained in the previous phase of training.
2. Knows, understands and expresses theories, concepts, principles and laws.
3. Possesses highly specialized theoretical knowledge, including avant-garde, which form the basis for originality in the development and implementation of innovative ideas and solutions.
4. Demonstrates a critical awareness of knowledge in the field of marketing, innovations and branding and the links between the different studied areas.

Skills

1. Has a rich set of practical and cognitive skills and approaches necessary for understanding abstract problems and developing creative solutions.
2. Diagnoses problems and solves them, based on modern research by integrating knowledge from new or interdisciplinary areas, showing the ability to generate new knowledge and procedures related to research and innovation.
3. Formulates adequate judgment in situations characterized by incomplete or limited information and unpredictability.
4. Develops new and diverse skills in response to emerging knowledge and practices.
5. Demonstrates free application of innovative methods and tools, characterized by innovation in solving complex tasks and unpredictable problems in the specialized field of work.

6. Shows initiative in work and learning in a complex and unpredictable environment, requiring solving problems with many interacting factors.
7. Is able freely and with arguments to present the results obtained from the conducted research; for this purpose is able to develop scientific publications and takes part in scientific forums.
8. Is able to prepare presentations with which to present the results of his research and development.

Competences:

1. 1. Autonomy and responsibility

- ✓ Is able to build administrative and organizational structures and independently manage teams for solving complex problems in an unpredictable environment, with many interacting factors and variable possibilities.
- ✓ Demonstrates in-depth competencies in creating and interpreting new knowledge in the field of marketing, innovations and branding through own research or other scientific activity.
- ✓ Demonstrates mastery of operational interaction in managing change in a complex environment.
- ✓ Shows creativity and innovation in project development.
- ✓ Initiates processes and organizes activities that require a high degree of coherence formulates policies and demonstrates leadership qualities for their implementation.

2. Competences for learning

- ✓ Systematically and thoroughly assesses his knowledge and identifies needs for new knowledge.
- ✓ Demonstrates a high degree of independence and easily navigates into complex learning content, applying their own approaches and methods to master it.
- ✓ Uses a variety of methods and techniques for learning complex learning content.
- ✓ Has a rich conceptual apparatus and shows abilities for conceptual and abstract thinking.

3. Communication and social competences

- ✓ Is able to present clearly and easily their own ideas, formulations of problems and possible solutions to a specialized and non-specialized audience, using a wide range of techniques and approaches.
- ✓ Develops and presents reasoned ideas about social processes and practices and justifies proposals for their improvement or change.
- ✓ Fully communicates in some of the most common European languages.

4. Professional competences

- ✓ Collects, processes and interprets specialized information needed to solve complex problems in the field.
- ✓ Integrates a wide range of knowledge and sources of information in a new and relatively unknown context.
- ✓ Makes sound judgments and finds solutions in a complex environment of various interactions.
- ✓ Demonstrates abilities for adequate behavior and interaction in a professional and / or specialized environment.
- ✓ Able to solve problems by integrating complex sources of knowledge, in conditions of insufficient available information, in a new unknown environment.
- ✓ Is able to initiate changes and manage development processes in complex conditions.

4. SPHERES OF PROFESSIONAL REALIZATION

Graduates of the Master's program "Marketing, innovations and branding" receive specialized training, allowing them to work according to the National Classification of Professions and Positions - 2011 as:

122 Sales, marketing and development managers; 1221 Sales and marketing managers; 12216002 Manager - sales and marketing; 12216003 Purchase/Sales Manager; 12216004 Marketing manager/Marketing director; 12216005 Market research manager; 12216006 Head of a foreign trade office; 12216007 Head of Marketing department; 12216008 Head of Sales department; 12216009 Brand manager; 12217001 Commercial director; 1222 Advertising and public relations managers; 12226002 Head of Advertising department; 12226004 Advertising manager; 12226005 Advertising and Public relations manager; 1223 Heads of research and development; 12237006 Head of research and development department; 2431 Advertising and marketing specialists; 24316001 Market research analyzer; 24316002 Marketing expert; 24316003 Advertising expert.

The qualification characteristic of the specialty "Marketing, innovations and branding" for the educational degree "Master" with professional qualification "Master of marketing, innovations and branding" is a basic document that determines the development of the curriculum and programmes. It complies with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for Acquisition of the Master' School, "Bachelor", "Specialist" and with the Regulations of the South-West University "Neofit Rilski".

STRUCTURE OF CURRICULUM
FIELD OF HIGHER EDUCATION: ECONOMICS
PROFESSIONAL DIRECTION: 3.8. ECONOMICS
MAJOR: MARKETING, INNOVATIONS AND BRANDING
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER IN MARKETING, INNOVATIONS AND
BRANDING
FORM OF EDUCATION: FULL TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Strategic marketing 2. Stock and sales policy 3. Strategic innovation management 4. Branding, brand management and strategy 5. Merchandising 6. Elective courses I group	5.0 5.0 5.0 6.0 4.0 5.0	1. Marketing consultation 2. Bank marketing 3. Brand innovation 4. Elective courses II group 5. Elective courses III group State Exam or Master's Thesis Defence	3.0 3.0 3.0 3.0 3.0 15.00
<u>Elective courses (students choose one course from the group)</u>		<u>Elective courses (students choose one course from the group)</u>	
<u>Elective courses I group</u> 1. International commodity markets 2. Cluster integration and marketing	5.0 5.0	<u>Elective courses II group</u> 1. Innovation and creativity 2. Advertising policy of SME's <u>Elective courses III group</u> 1. Digital communications 2. Self marketing	3.0 3.0 3.0 3.0
	Total 30		Total 30

TOTAL NUMBER FOR 1 YEAR OF EDUCATION: 60 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Marketing, innovations and branding

Education and qualification degree: Master

STRATEGIC MARKETING

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

This course aims to further develop the theoretical knowledge gained in the field of marketing and give them practical orientation and completeness. The program provides for the consideration of basic issues concerning the methodology and methodology of development, implementation and control of marketing strategies in the companies. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

Nature and goals of strategic marketing. Basic decisions related to the strategic marketing. Levels of strategic decision-making. Nature and role of marketing strategy. Development of marketing strategy - conditions, requirements and stages of the process. Marketing research and marketing information system. Market segmentation, selection of target market and product positioning on the market. Strategic marketing analysis - analysis of the marketing environment, market, consumer behavior, competitors. Strategic marketing planning - nature, meaning and stages. Methods for strategic analysis - method of the Boston Consulting Group, method of General Electric, method of Igor Ansoff. Corporate strategies. Basic strategies. Business portfolio **strategies**. Functional strategies. Operational marketing strategies.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

Academic hours per week: 2l + 1s

Type of exam: written

STOCK AND SALES POLICY

ECTS credits: 5

Forms of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

students. **Annotation:**

The course "Commodity and sales policy" is a prerequisite for enriching the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides opportunity for training of logical thought, giving the opportunity to generate new ideas, and encourages students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the professional - manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical extension and upgrading of knowledge, along with the acquisition of new knowledge, development of skills and habits that will have a high practical value for students their future.

Course contents:

Goods such as elements of the marketing mix. Formation of a company policy of stock. Procedure for the formation of stock policy. Innovation policy company. Formation of innovation strategy. Organization of innovation activity. Process of creating a new product. Marketing strategy for new products. Design, packaging and marking of new products. Methods to assess consumer preferences for alternatives a new product. Marketing and scientific and technical policy

Teaching and assessment

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

Academic hours per week: 2l + 2s

Type of examination: written

STRATEGIC INNOVATION MANAGEMENT

ECTS credits: 5

Forms of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Strategic innovation management is part of innovation management and solves the issues of management, planning and implementation of innovation projects. The course of lectures is presented in a systematic form. Views, knowledge and formulations of leading authors and economists characterize the nature and content of the course in Strategic management of innovation. The course is related to the theory and practice of general management of the enterprise, production management, financial management, economics and organization of the enterprise and others. Strategic innovation management is a tool for the competitiveness of the companies and a combination of innovation culture, innovation strategy, innovation capacity and innovation discipline that makes innovation real and sustainable for the organization. As innovation is an integral part of the company's strategy, the innovation process must be managed in accordance with the vision and goals of the organization. The course analyzes the activity of applying an integrated approach to innovation by considering a number of general and specific economic features characterizing the strategies, forms and means of innovation activity in the country, identifying the subjects and the necessary qualities for the implementation and realization of innovations, reveals the degree of innovation activity and the barriers to them, the state, forms and rates of innovation in our country, European practices in this regard, etc. The aim of the course "Strategic Innovation Management" is for students to gain in-depth knowledge in the field of strategic management and making a wide range of decisions in relation to the management and organization of the development and implementation of innovations in the enterprise.

Course contents:

Introduction, goal and objectives of the course. Essence of management. Occurrence of strategic management. Nature of strategic management. Strategy and goals. The successful management of innovation - strategic task in the current economic conditions. Innovation - the central problem of the strategies and policies of the development of modern economy. Innovation process. Terminology and stages of the innovation process. Classifications of innovation. Classification criterion - type of innovation. Design and selection of strategy. Mission of the organization. Strategies for implementing innovation. Innovative strategies of the company. Basic strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation Networks. Innovation networks and the positions of the company. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Strategic Innovation Management and trends in innovation. Innovative manager and corporate behavior. Corporate culture and company policy. Building an innovation infrastructure in Bulgaria. Development of the European Research Area. Innovation programs of the European Union.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

BRANDING, BRAND MANAGEMENT AND STRATEGY

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

The course aims to further develop the theoretical knowledge in the field of brand management by giving them a practical focus and completeness. It is oriented towards establishing the techniques for the development, implementation and control of the implementation of brand strategies. The specifics of the brand, branding models, applications and good practices worldwide are considered. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of

Academic hours per week: 21 + 2s

Type of examination: written

Academic hours per week: 31 + 1s

Type of exam: written

both other disciplines and disciplines with economic and business orientation.

Contents of the course:

Brand management - essence, role and goals. Historical development of brand management. Brand definitions. Characteristic features and elements of the brand. Value and brand identity. Factors for building and managing the brand. Brand image. Branding models. Development of brand strategies. Content building. The brand and the online presence. Brand management and protection.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

MERCHANDISING

ECTS credits: 4

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

The Merchandising curriculum upgrades and deepens the students' knowledge gained during the study of the course "Consumer Behavior". Merchandising is considered as an independent type of professional activity carried out through activities that provide management of consumer and buyer behavior, based on an analysis of the distribution of personal, cognitive, cultural, etc. personality resources.

The aim of the course is to help students perceive merchandising as an applied science that combines knowledge of business methods and practices, advertising, logistics, applied psychology and sociology, design principles and compositions. As a complex complex of marketing within the walls of the store, including programs to stimulate sales, marketing communications, management of customer behavior, etc. To stimulate awareness of the fact that by using the methods and techniques of merchandising, the trader can control the desire to buy consumers who have visited his store, and the perception of merchandising as a concept not only helps to increase profits and sales, but also allows to create new combinations and combinations of goods and product groups with greater consumer value in the eyes of buyers.

Contents of the course:

Areas of consumer study. Study of the relations. Study of the relation of the consumers to a certain commodity brand. Consumer value system research. Merchandising - essence, definition, methods. Goals and objectives of merchandising. Sales management. Merchandising as a form and type of management activity. Behavior of buyers and consumers. Psychological types of buyers and consumers. Research consumer behavior, impact and management. The benefits of reflexes. Consumer attention: influence of consumer choice. Sensation and perception: forming the image of the commodity. Properties of perception: impact on the act of purchase. Patterns of consumer behavior. Using psychoanalysis and the unconscious motives of buyers. Management of consumer behavior: external factors of influence. Consumer motivation: individual and corporate (business) clients. Motivational theories and models. Research of user choice. Management of the company's behavior as a buyer. Studying the attitude of consumers towards the company.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

INTERNATIONAL COMMODITY MARKETS

ECTS credits: 5

Forms of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course aims to introduce students to critical issues. In a market economy, without knowledge of trends in the markets in which they buy or sell is unimaginable business success of companies. Therefore, the lectures and seminars students will have the opportunity to get acquainted with the nature and international territories with methods and approaches for studying the prerequisites, evaluation and forecasting economic conditions in these markets. Special attention is paid to the characteristics of the study and forecasting of prices of major commodity groups - raw materials and finished products. Addressed in mutual respect and dependence and on the basis of the achievements of the theory and practice in this area. *The aim* of the course is to equip students with

Academic hours per week: 2l + 0s

Type of exam: written

Academic hours per week: 2l + 1s

Type of examination: written

knowledge and skills in teaching material, learning the specifics of the prices defining the business environment and the key factors that determine their status.

Contents of the Course:

Essence of international markets. Identification, characterization and study of the causes of market conditions. Definitions situation. Features of the situation. Need to study the situation. Theories of situation. Factors determining the situation. Metrics to study the situation. Times and prices. Organizational aspects of the analysis and forecasting situation. Methods for studying and forecasting the situation. Sources of information for studying and forecasting the situation. Specificity and methodology of studying and forecasting the situation on the markets for raw materials and fuels. Specifics of the study and predict the market situation of machinery and equipment

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

CLUSTER INTEGRATION AND MARKETING

ECTS credits: 5

Academic hours per week: 2l + 1s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course is developed in accordance with the general objectives of the specialty "Marketing, Innovation and Branding". It aims to reveal the nature and content of the cluster approach and the management and organization of clusters in connection with marketing. The aim of the course "Cluster Integration and Marketing" is for students to gain in-depth knowledge of theoretical and practical issues related to the application of the cluster concept and some solutions with a marketing focus.

Course contents:

Theoretical prerequisites of the cluster concept. Emergence of business clusters and factors influencing their formation and development. Influence of clusters on regional development. Foreign experience in the formation of clusters - European, American and Asian models. Creating a cluster. Organizational structure of the cluster. Management. Factors for the management of the activity of the clusters. External links of the cluster. Cluster marketing. Actions for allocation of resources and investments. Analysis of the situation and the needs for qualified skills.

Stimulating innovation and entrepreneurship. Information activities Information gathering and analysis. Evaluation of the activity of the cluster. Actions for progressive development.

Teaching and assessment:

The training course is implemented as lectures and seminars. Topics of seminars further discuss the material taught during lectures. Priority in the training is given to the practical and independent work of the students. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

MARKETING CONSULTATION

ECTS credits: 3

Academic hours per week: 2l + 1s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course is developed in accordance with the general objectives of the specialty "Marketing, innovations and branding". It is aimed at revealing the nature and content of consulting, the marketing approach to it, effective methods for solving marketing and management tasks in a market economy.

The aim of the course "Marketing Consultation" is for students to gain in-depth knowledge of the theoretical and practical problems of consulting in the field of marketing and to get acquainted with the main approaches to its implementation in modern conditions.

Course contents:

Nature of consulting and prerequisites for its implementation. Marketing consulting approach. Marketing consulting tools. Research methods and impact methods. Marketing consulting projects. Methods of the consulting company for optimizing the organizational structure and functional areas of the enterprise. Consultant

optimization program and report. Implementation of optimization projects. Expertise of business projects. Marketing revision. Advising on the development of an advertising campaign. Consultants and consulting agencies. Styles and ways of counseling. Choice of consultant. Opportunities for self-diagnosis.

Teaching and assessment:

The training course is implemented as lectures and seminars. Topics of seminars further discuss the material taught during lectures. Priority in the training is given to the practical and independent work of the students. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

BANK MARKETING

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course is designed to meet the needs of the students of knowledge to economic methods of management in a market economy. In the training process will be received sufficient information on methods and approaches how to properly solve the problems of production and marketing of the company products, how to quickly adapt to the needs and market changes, why is differentiated from potential customers and others. The course is consistent with the current workload, it allows you to learn the nature, role, funding and marketing opportunities. *The aim* of the course is to equip students with knowledge and skills in teaching material, forming a clear idea and belief in students that marketing is a powerful tool for achieving corporate objectives through the most fully satisfying the diverse needs of society with high quality and competitive products and satisfying service level requirements.

Contents of the course:

Occurrence, role and concepts of marketing. Marketing environment. Methodological and information support and application of marketing research. Marketing Programs. Market research, consumer needs and users. Marketing Strategies. Market segmentation and product positioning. Marketing services. Goods as marketing tool. Distribution as a marketing tool. Prices as a marketing tool. Penetration of goods as marketing tool. Planning and control of marketing activities

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

BRAND INNOVATION

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In the course of lectures are presented in a systematic way views, knowledge and formulations of various leading authors and economists, characterizing the nature, conditions and content of the discipline of Brand Innovation. Brand innovation is defined as a system of characteristic properties of a new product, service or process, which forms the consciousness of consumers and determines the place of this innovation on the market, as well as its manufacturer or seller. Branding is the main way for product differentiation, ensuring the achievement of corporate identity and recognition in a highly competitive market environment. Innovation management allows organizations to use creativity to introduce new products or processes. The course examines and analyzes issues related to brand building through the creation, management and innovation of a brand. The aim of the course is students to gain knowledge and form specific skills in this important area for the modern economy, which at this stage is considered as a leader, especially in the presence of market and competition.

Course contents:

Introduction and purpose of the course. Brand - definition, purpose, process. Essence and building of a brand. Innovation - a central problem of development strategies and policies of the modern economy. Innovation process. Conceptual apparatus and stages of the innovation process. Generation of ideas and classifications of innovations. Brand innovation. Methods and techniques for creating business ideas. Nature and significance of

Academic hours per week: 2l + 1s

Type of examination: written

Academic hours per week: 2l + 1s

Type of examination: written

product innovations. Product novelty levels. Criteria for evaluating new products and their types. Methods, approaches and direction of creating new goods. Stages of new product development. Innovative strategies of the enterprise. Basic strategies for product innovation, technological and organizational-managerial innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Management innovations and trends in innovation. Innovative manager and corporate behavior. Innovative culture.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

INNOVATION AND CREATIVITY

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In the course of lectures are discussed current topics related to the thought process, personal creativity and organizational creativity. The emphasis is also on the various methods for generating new ideas, which are a leading factor in the development of any organization. Innovation management allows organizations to respond to external or internal opportunities and use their creativity to introduce new ideas, processes, products or business models. The aim of the course is to build a foundation and vision of students, which will enable them to create innovative ideas and products, to manage the independent and collective work of the company's staff, in order to achieve increased creativity in decision making and generating innovative projects. The aim of the course is to provide to the students a fundamental knowledge in the field of creativity, innovation and generation of new ideas. Students who have completed their training in the discipline must acquire: Basic knowledge of the nature and specifics of the tools and mechanisms for generating new ideas in the organization, the role of the human factor in achieving effective business results. Practical skills for applying different methods and techniques to generate new ideas in order to solve different management issues.

Course contents:

Introduction, goal and objectives of the course. Definition, essence and meaning of creativity. Types of creativity. Innovation - a central problem of the strategies and policies of the development of modern economy. Creativity as part of the innovation process. Conceptual apparatus and stages of the innovation process. Generation of ideas and classifications of innovations. Place and role of creativity in the realization of innovations. Innovative culture. Creative methods and techniques for creating business ideas. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Innovation policy of the company and barriers to innovation. Innovation Management and trends in innovation. Innovative manager and corporate behavior. Building an innovation infrastructure in Bulgaria.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

ADVERTISING POLICY OF SME'S

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The study of the course "Advertising policy of small and medium enterprises" is a prerequisite for enriching students'

Academic hours per week: 2l + 1s

Type of examination: written

Academic hours per week: 2l + 1s

Type of examination: written

social and economic culture, providing an opportunity to use the whole arsenal of knowledge acquired in training in the speciality. The course gives a chance to train logical thinking, allowing generating fresh ideas, encouraging students to appreciate the benefits of non-traditional thinking.

The discipline has a key place in forming the system of scientific knowledge, skills and habits necessary for the specialist - marketer. Based on the general and specific knowledge obtained in the general course on marketing basics, training is a continuation and logical upgrade of knowledge. The parallel acquisition of new knowledge and habits and skills will have high practical value for students—their future realization.

Course contents:

Mix of marketing incentives. Public relations. Origin and development of advertising, nature, functions and types. Organization of advertising activity of SMEs. Main participants in the advertising process. Creative process in advertising. Development of an advertising message. Basic principles of marketing and advertising research. Planning of advertising communications. Organizing and implementing an advertising campaign. Advertising constants. Printed media for advertising distribution. Sales promotion. Personal sales and sponsorship. Opportunities for SMEs through the use of digital marketing tools.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

DIGITAL COMMUNICATIONS

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The discipline "Digital Communications" is a natural and logical continuation of the "Marketing, Innovation and Branding" course. The aim of the lecture course is to form knowledge and skills in students regarding the application of modern methods for marketing communications in conditions of dynamic technological change. The course presents a way to understand the power of digital technologies and their impact on economic processes. After completing the course in the course, students must acquire knowledge and skills to present clearly and easily formulations of problems and possible solutions related to digital communications. To make correct assessments of market conditions, choosing appropriate digital channels and tools for forming attitudes. The discipline has a key place in the process of forming the system of scientific knowledge, skills and habits necessary for students obtaining a master's degree in "Marketing, Innovation and Branding". Based on the general and specific knowledge gained in the general course of marketing, the training is a continuation and logical upgrade of knowledge, with the parallel acquisition of new knowledge, formation of habits and skills that will have high practical value for students for their future realization.

Course contents:

Influence of technologies on market processes. Key factors: connectivity, data and attention. Key trends: scale, integration, cooperation. Communication, information, media and entertainment. Economics of sharing: information cascades, network of effects and laws of power. Digital marketing in the system of digital communications. Digital marketing and consumer consent. Planning digital marketing campaigns. Building consumer confidence. Consumer information management. Digital services. Constructive fragmentation of digital media. Value delivery through ROI measurement and management. Marketing aimed at digital communities.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

SELF MARKETING

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

This course aims to further develop the theoretical knowledge gained in the field of marketing and give them practical orientation and completeness. The program provides for the consideration of basic issues concerning self-presentation and personal branding as a basis for building a successful career. Along with the presentation of

Academic hours per week: 2l + 1s

Type of examination: written

Academic hours per week: 2l + 1s

Type of examination: written

fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

The concept of "self marketing" - nature, role and types. Self marketing as a process. Self marketing methods. Personal career branding. Creating self-confidence. Self marketing and image building. Self-presentation. Ability to conduct business negotiations. Time management. Practical implementation of self marketing in the process of job search. Career management.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.