



## COURSE SYLLABUS

# Brand Management, 7.5 credits

*Brand Management, 7,5 högskolepoäng*

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Course Code:	JBMN14	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Oct 22, 2014	Disciplinary domain:	Social sciences
Valid From:	Jan 19, 2015	Subject group:	FE1
Version:	1	Specialised in:	G2F
Reg number:	IHH 2014/3993-122	Main field of study:	Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

#### *Knowledge and understanding*

1. Explain and discuss the importance of brands for organisations and consumers in both a local and international context;
2. Comment on how brands are strategic assets for an organisation;
3. Compare and contrast the various models used in brand management;

#### *Skills and abilities*

4. Analyse and plan brand activities for an organisation;
5. Describe and identify all the components of “Brand equity” and develop strategies how it can be built;
6. Creatively develop branding solutions;

#### *Judgement and approach*

7. Critically evaluate different brand strategies and make suitable and realistic recommendations based on a real case;
8. Evaluate existing brands and develop views on ways in which to go about developing new brands;
9. Justify the strategies used by organisations in the development of brands.

### Contents

The course attempts to provide a strategic perspective on the role and importance of the brands in the global market. Topics covered in this course include the following:

- Brands, consumption and lifestyle
- Branding models
- Brand identity and personality
- Brand strategies
- Analysing the marketing environment
- Positioning and design
- Practical brand management
- Cultural and global branding

## Type of instruction

The course includes lectures, seminars, group work and examination. The teaching is conducted in English.

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## Prerequisites

60 credits in Business Administration or Economics including at least 7.5 credits in basic marketing and 7.5 credits in management courses (or the equivalent).

## Examination and grades

The course is graded A, B, C, D, E, FX or F.

The examination is based on individual written exams, project work, essays, and group presentations. The written exams and essays will determine whether students have gained the requisite understanding and knowledge in the course and whether or not they are able to apply, evaluate and synthesize this knowledge. Project work and presentations in groups will allow students to apply models and theories and enable the teaching team and classmates to challenge their beliefs, ideas and attitudes. Additionally, project work and presentations will be used to measure that the required skills and abilities for solving brand related problems are developed.

ILO 1, 2, 3, 5 & 7 - Written examination

ILO 3, 4 & 6 - Project

ILO 3, 6, 8 & 9 - Essays and Presentations

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

## Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## Other information

The course is offered within the Marketing Management Program during the third year. The course is a part of the specialisation in Marketing. This specialisation concerns the importance of brand and decisions made by organisations about the management of brands in an increasingly global context. The

courses are theoretical and practical.

#### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### Course literature

#### *Literature*

Rosenbaum-Elliot, R., Percy, L. & Pervan, S. (latest edition) Strategic Brand management; Oxford University Press

Articles (reading instructions provided during the course)