



## COURSE SYLLABUS

# Brand Management, 7.5 credits

*Brand Management, 7,5 högskolepoäng*

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<b>Course Code:</b> JBMN14	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Oct 22, 2014	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Oct 19, 2020	<b>Subject group:</b> FE1
<b>Valid From:</b> Jan 18, 2021	<b>Specialised in:</b> G2F
<b>Version:</b> 2	<b>Main field of study:</b> 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 organizations and consumers in both a local and international context;
2. Comment on how brands are strategic assets for an organization;
3. Compare and contrast the various models used in brand management;

Skills and abilities

4. Analyze and plan brand activities for an organization;
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 organizations 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

### Connection to Research and Practice

The course has both research and practical relevance. Through the individual assignment on contemporary branding strategies students are encouraged to critically analyze and review academic articles in the wider field of brand management including consumer cultural aspects. Reflecting JIBS rich experience in collaborating with local companies the course discourse is supported by inviting guest lectures from local successful brands, presenting cases and examples from practice where students are provided with experiences of local companies and their efforts to construct their brands. Furthermore, by engaging in the group work project – with the assignment to analyze and critically evaluate most innovating brands in Sweden and worldwide – students are guided in applying theoretical principles and analytical skills in the real-life brand arena.

### Type of instruction

The course includes lectures, seminars, group work and examination.

The teaching is conducted in English.

### 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.

ILO 1, 2, 3, 5 & 7 – Individual Written examination representing 4 credits

ILO 3, 6, 8 & 9 – Individual Essays – representing 0,5 credits

ILO 3, 4 & 6 – Group Project – representing 3 credits

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>1</sup>	4 credits	A/B/C/D/E/FX/F
Individual essay <sup>1</sup>	0.5 credits	A/B/C/D/E/FX/F
Group Project <sup>2</sup>	3 credits	A/B/C/D/E/FX/F

<sup>1</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy

<sup>2</sup> All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy

### 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 specialization in Marketing. This specialization concerns the importance of brand and decisions made by organizations about the management of brands in an increasingly global context. The course is 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

Peer-reviewed articles (reading instructions provided during the course)