



COURSE SYLLABUS

Brand Management, 7.5 credits

Brand Management, 7,5 högskolepoäng

Course Code: JBMN14	Education Cycle: First-cycle level
Confirmed by: Council for Undergraduate and Masters Education Oct 22, 2014	Disciplinary domain: Social sciences
Revised by: Council for Undergraduate and Masters Education Sep 5, 2022	Subject group: FE1
Valid From: Jan 16, 2023	Specialised in: G2F
Version: 3	Main field of study: Business Administration

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 different strategies of Brand Management;
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. Throughout the course 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 4,5 credits

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

Registration of examination:

Name of the Test	Value	Grading
Individual written exam ¹	4.5 credits	A/B/C/D/E/FX/F
Group Project ¹	3 credits	A/B/C/D/E/FX/F

¹ 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, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

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)