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|--|---|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title   | Brand Management (excluding IB students)  |  |                 |                        |                         |                         | ECTS code                | 4.7.1054             |                      |                    |               |  |
|  |   |  |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|  |   |  |                 |                        |                         |                         | max. students            | 25                   |                      |                    |               |  |
| Name of unit administrating study  | KBM   | Field of study   | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff   | Joanna Pietrzak, Associate Professor  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures   | 0   | Classes  | 0               | Tutorials              | 30                      | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności   |   |  |                 |                        |                         | Year&Type of studies*   | 2 SS2, 3 SS1,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |   |  |                 |                        |                         | Semester:               | 3, 5,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |   |  |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:   |   |  |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form  | in-class learning   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods   | Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Activating methods in training classes,  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses   | Brak  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements  | Podstawy marketingu   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method  | Course completion (graded)  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria  | Studenci będą oceniani na podstawie zadań grupowych oraz aktywności w czasie zajęć. Zadania obejmują zaprojektowanie i prezentację koncepcji marki dla różnego typu produktów (masowych, technologicznych, luksusowych itp.)<br>Ocena punktowa będzie uwzględniać poziom merytoryczny, stopień kreatywności i sposób prezentacji. |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| To make students familiar with the meaning of brand in today's market competition<br>To make students know the difference between various branding strategies<br>To teach students how to use basic branding knowledge in practice |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge  | MSG2_W05  | Students have fundamental knowledge about the meaning of brands in international markets |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|  | MSG2_W08  | Know fundamental methods and tools of creating brand policy                              |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|  | MSG2_W14  | Are able to interpret fundamental problems connected with brand policy                   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes   | written exam  | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| MSG2_W05   |   |  |                 |                        |                         |                         |                          | X                    |                      |                    | X             |  |
| MSG2_W08   |   |  |                 |                        |                         |                         |                          | X                    | X                    |                    | X             |  |
| MSG2_W14   |   |  |                 |                        |                         | X                       |                          | X                    |                      |                    |               |  |
| Skills   | MSG2_U02  | Students are able to distinguish between effective and ineffective brand strategies      |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|  | MSG2_U15  | Prepare presentations referring to selected brand issues                                 |                 |                        |                         |                         |                          |                      |                      |                    |               |  |

| Verification of learning outcomes - Skills |              |  |      |                        |                  |                         |                    |                      |                      |                    |               |
|--|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes                                   | written exam | oral exam  | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG2_U02                                   |              |  |      |                        |                  |                         |                    | X                    | X                    |                    | X             |
| MSG2_U15                                   |              |  |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| Attitudes                                  | MSG2_K02     | Students work in groups, learning to understand each other's abilities |      |                        |                  |                         |                    |                      |                      |                    |               |
|  | MSG2_K05     | Participate in undertaking and accomplishing creative group tasks      |      |                        |                  |                         |                    |                      |                      |                    |               |

| Verification of learning outcomes - Attitudes |              |           |      |                        |                  |                         |                    |                      |                      |                    |               |
|---|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes                                      | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG2_K02                                      |              |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| MSG2_K05                                      |              |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |

### Course contents

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| <p><b>BRAND MANAGEMENT - Syllabus</b></p> <p>1. PRODUCTS vs BRANDS<br/>         The origins of branding<br/>         Main functions of a brand<br/>         Producer's perspective of a brand<br/>         Consumer's perspective of a brand</p> <p>2. THE PROCESS OF BRAND CREATION<br/>         Name and logo<br/>         Brand personality<br/>         "Ideal consumer" and Brand positioning</p> <p>3. STUDENTS' TASK PRESENTATION - branding a small business firm</p> <p>4. THE CONCEPT OF BRAND EQUITY<br/>         What is brand equity?<br/>         Brand awareness<br/>         Brand associations<br/>         Perceived quality<br/>         Brand loyalty</p> <p>5. MASS MARKET BRAND CREATION<br/>         Target group identification<br/>         Brand positioning<br/>         Main benefits offered by the brand<br/>         Brand promotion</p> <p>6. STUDENT'S TASK PRESENTATION - brand creation for a mass market product</p> <p>7. PRESTIGE AND LUXURY BRANDS<br/>         The concept of luxury<br/>         Motives of buying luxury goods<br/>         Mass Prestige brands<br/>         Brand ambassadors</p> <p>8. STUDENT'S TASK PRESENTATION - branding luxury products</p> <p>9. TECHNOLOGICAL BRANDS, BRANDING IN B2B<br/>         B2B versus B2C<br/>         Brand creation in business relations<br/>         Brand communication in B2B<br/>         Case studies - business branding, technology brands</p> <p>10. BRAND ARCHITECTURE<br/>         Multiple brand management<br/>         Branding in M&amp;A<br/>         Private label brands</p> <p>11. BRAND EXTENTION, REBRANDING<br/>         Reasons for brand extensions<br/>         Brand extension failures<br/>         Reasons for rebranding</p> |
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Recommended reading lists

**Basic literature:**

- 1, Aaker D.A., *Building Strong Brands*, The Free Press, New York 1996.
- 2, Kapferer J., Bastien V. (2012), *The Luxury Strategy*, Kogan Page Limited, London.

**Additional literature:**

J. Pietrzak, Mass Prestige Brands - the end of traditional luxury marketing? September 2019 DOI: [10.18778/2082-4440.27.03](https://doi.org/10.18778/2082-4440.27.03)

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations