

Course title	Corporate identity in contemporary business						ECTS code	04.0.EE.KL.3008				
							ECTS credits	2				
							max. students					
Name of unit administrating study	OTHER	Field of study	Economics			Field of specialisation	NONE;					
Teaching staff	Anna Maria Nikodemka-Wołowik, Associate Professor											
Number of hours												
Lectures	12	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*		1 SPSDang, 2 SPSDang, 3 SPSDang,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		2, 4, 6,				
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, Collaborating, group activities, Case studies, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	marketing, fundamentals of marketing communication											
Introductory requirements	- knowledge on fundamentals of enterprises' functioning in the international environment, skills in usage of basic marketing communication tools, familiar with basic rules in business ethics, skills in teamwork											
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	A concept of chosen IC elements for a real or a fictitious company is evaluated. There is a possibility to design the project in a group of Students (as a teamwork), with a max. number of 3 participants. Each concept is presented by the authors on the screen during the last meeting.											
Course objectives												
To prepare the Doctoral Students to use different forms of corporate identity and to apply the tools into practice.												
Learning outcomes												
Knowledge	E3_W02	Has advanced knowledge about human as a producer and consumer of goods and services										
	E3_W03	Has a very good knowledge of methods and instruments of economic research and is able to use them to solve economic and social dilemmas'										
	E3_W04	Has advanced knowledge about nature of economic factors, processes, phenomenon, objects, structures, institutions, and about their conditionings, connections, causes and implications of their changes										
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	
E3_W02							X	X	X			
E3_W03								X	X			
E3_W04								X	X			
Skills	E3_U01	Is able to observe, characterize, diagnose, evaluate and model in the planned and specialized way chosen aspects of economic and social life										

	E3_U04	Has an ability to forecast the development of economic processes
	E3_U05	Is able to elaborate norms and rules useful for regulation economic sectors and markets
	E3_U08	Is skilled to analyze people behavior, their motives and consequences for certain economic sphere
	E3_U09	Has an ability to observe, analyze and evaluate economic developments of nations and social groups

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
E3_U01							X	X	X		
E3_U04								X	X		
E3_U05								X	X		
E3_U08								X	X		
E3_U09								X	X		

Attitudes	E3_K01	Is competent to participate in creating new research projects and to determinate new aims of studies
	E3_K02	Participates in dissemination of new economic knowledge and finds the ways of efficient communication with the public
	E3_K03	Is able to independently carry out economical and interdisciplinary research activity, manage research teams and to improve owned skills and knowledge

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
E3_K01							X	X	X		
E3_K02								X	X		
E3_K03							X	X	X		

Course contents

1. Introduction
2. Fundamentals of CI - CI system
3. Heraldry in business
4. Name as the pillar of CI system
5. Visual identity
6. From concept through strategy to creative solutions
7. Implementation
8. Launching
9. Strong attributes of identity - family firms
10. Country identity



11. Region identity

12. City identity

Recommended reading lists

Basic literature

1. **A.M. Nikodemska-Wolowik**, *Establishing a Long-Term Corporate Identity on the Foreign Market, a chapter in: Export Marketing of Small and Medium Sized Enterprises in the South Baltic Region, edited by H. Treder, P. Kulawczuk, Gdańsk University Press, Gdańsk 2012, ISBN 978-83-7865-047-8*

2. **W.Olins**, *Wally Olins on Brand*, Thames & Hudson (March 1, 2005)

Further reading

A.M. Nikodemska-Wolowik, *Family Enterprises - a Chance to Create a Strong Polish Business Identity*, "The Marketing Review", Vol. 6., Issue 4., Winter 2006, ISSN 1469-347X, s. 301-316.

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations