

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.) 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 To make students know the difference between various branding strategies 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

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