

## COURSE SYLLABUS

### Strategic Brand Management, 5 credits

*Strategic Brand Management, 5 högskolepoäng*

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Course Code: J2SBMJ	Education Cycle: Second-cycle level
Confirmed: Mar 30, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

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## Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

### Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

### Skills and Abilities

3.3 Lead and collaborate within diverse teams, showing intercultural competence, networking skills, and professionalism.

### Judgement and Approach

5.1 Exercise initiative, creativity, and entrepreneurial mindset to achieve innovative solutions in situations characterised by uncertainty and ambiguity.

## Content

This course provides a comprehensive understanding of strategic brand management as a process for creating, sustaining, and leveraging brand equity to achieve long-term business success. It emphasises the role of brands as strategic assets and explains how brand management interacts with and supports key business functions such as marketing, pricing, distribution, innovation, finance, and corporate strategy.

You will learn key concepts, models, and frameworks central to strategic brand management, including brand equity theory and the principles of segmentation, targeting, and positioning (STP). The course emphasises the application of these analytical frameworks to develop coherent, market-aligned brand strategies.

The course covers the principles underlying brand portfolios, brand architectures, and brand extension strategies. You will learn to design and manage these structures in alignment with organisational and market objectives. Attention is given to analysing brand-related challenges such as cannibalisation, market overlap, and competitive positioning, and to proposing appropriate strategic responses.

You will examine how branding decisions interact with pricing, distribution, and product development. The course addresses the development of brand strategies for new product and service launches, including decisions related to market entry and channel management.

You will develop competence in measuring and evaluating brand performance using key performance indicators (KPIs), including market share, brand equity measures, customer perceptions, and financial outcomes. The course emphasises interpreting and integrating both qualitative and quantitative brand data to support evidence-based decisions. You will critically assess brand strategies in relation to overall business

performance and long-term goals, reflect on managerial implications across functions and contexts, and demonstrate a professional and analytical approach that balances short-term outcomes with long-term brand equity.

#### Connection to Research

The course is based on relevant research in branding. Research articles constitute the main component of the literature in the course.

#### Connection to Practice

Lectures as well as discussions in the classroom are mostly supported by presenting cases and examples from practice. Additionally, in the group-based project work, you work on live cases in which you apply the theoretical principles learnt in the classroom in a real-world scenario.

#### Connection to Ethics, Responsibility, Sustainability (ERS)

Ethics, responsibility, and sustainability (ERS) perspectives are integrated into the course through the analysis of branding strategies and their societal and environmental implications. You discuss ethical aspects of branding, including transparency, responsible communication, and the avoidance of misleading practices. Through cases and/or discussions, you evaluate how companies incorporate sustainability and responsibility into brand positioning and strategy. In the group project, you can apply ERS perspectives by developing branding recommendations that consider both business performance and broader societal impacts.

## Type of Instruction

The course is taught on campus, through lectures and seminars. It includes individual and group work. The course includes lectures, group work, as well as written examination.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

## Entry Requirements

The applicant must hold a minimum of a Bachelor's degree (equivalent to 180 ECTS credits from an accredited university). At least 60 ECTS must be in Business Administration or a combination of 30 ECTS in Business Administration and 30 ECTS in related subjects, such as Economics, Industrial Engineering and Management, Business Analytics, Informatics, Communication Studies, Commerce, or Public Relations. At least 5 ECTS must be marketing. Proof of English proficiency is required.

## Examination and Grades

The course is graded A, B, C, D, E, FX or F.

Individual exam (ILO 1.1) representing 1 credit. Multiple choice. Tests your current, advanced, and specialised knowledge (concepts, theories, frameworks).

Individual written exam (ILO 1.1) representing 2 credits. On-campus essay exam. Tests your current, advanced, and specialized knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

Group assignment (ILO 3.3, 5.1) representing 2 credits. Tests your ability to lead and collaborate within diverse teams, showing intercultural competence, networking skills, and professionalism. It also tests how you exercise initiative, creativity, and entrepreneurial mindset to achieve innovative solutions in situations characterised by uncertainty and ambiguity.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual exam	1 credit	A/B/C/D/E/FX/F
Individual written exam	2 credits	A/B/C/D/E/FX/F
Group assignment	2 credits	A/B/C/D/E/FX/F

## Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

## Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

## Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

The course is article-based. A reading list will be provided at the start of the course.