



COURSE SYLLABUS

Strategic Brand Management, 7.5 credits

Strategic Brand Management, 7,5 högskolepoäng

Course Code: LSBK13	Education Cycle: First-cycle level
Confirmed by: Director of Education May 26, 2023	Disciplinary domain: Social sciences
Revised by: Director of Education May 14, 2024	Subject group: FE1
Valid From: Autumn 2024	Specialised in: G1F
Version: 2	

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- describe brands as strategic assets in business and organisational development
- recognize and explain central theories and concepts in brand management

Skills and abilities

- apply brand management strategies to plan the positioning and design of brands
- propose solutions to brand management problems

Judgement and approach

- analyse and discuss how consumers interact with brands
- critically assess brands and brand management strategies based on central theories and practices

Contents

- Brands, consumption and lifestyle
- Brand identity, image, equity and extensions
- Brand management strategies
- Positioning and design
- Brand innovation

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General entry requirements and passed courses of at least 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish

Examination and grades

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

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The forms of examination are individual written assignment, written group assignment and individual written exam.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

To pass the course students must receive a passing grade on every examination. The final course grade is determined by weighting the grades received on Written group assignment and Individual written examination.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured

and that there are exceptional reasons for this, including the student's right to targeted study support.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment ¹	1.5 credits	U/G
Written group assignment	3 credits	A/B/C/D/E/FX/F
Individual written examination	3 credits	A/B/C/D/E/FX/F

¹ The examination is graded Fail (U) or Pass (G)

Course evaluation

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

Course literature

Rosenbaum-Elliot, Richard, Percy, Larry & Pervan, Simon (2018). *Strategic Brand management* (4.ed.). Oxford University Press. 368 p.

Articles and other literature of approximately 200 pages may be added.

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Citing Sources – How to Create Literature References

<http://www.ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions
Available in the learning management system