

COURSE SYLLABUS

Strategic Brand Management, 7.5 credits

Strategic Brand Management, 7.5 högskolepoäng

Course Code:	LSBK13	Education Cycle:	First-cycle level
Confirmed:	May 22, 2025	Disciplinary domain:	Social sciences
Valid From:	Sep 01, 2025	Subject group:	Business Administration
		Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements

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
- recognise and explain central concepts, theories and practices in brand management

Skills and abilities

- apply brand management strategies to position and design 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

Content

- 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.

Language of instruction is in English.

Entry requirements

General entry requirements and passed courses of at least 37,5 credits in Media and Communication Science or equivalent. Proof of English proficiency is required.

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 written group assignment and individual written examination.

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 weighing the grades received on Written group assignment and Individual written examination.

Registration of examination:

Name of the Test	Value	Grading
Written group assignment	3 credits	A/B/C/D/E/FX/F
Individual written examination	4.5 credits	A/B/C/D/E/FX/F

Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Other information

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.

Course literature

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

Rosenbaum-Elliott, 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.

Citing Sources – How to Create Literature References

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

Sourcewise: A Student's Guide to Avoiding Plagiarism

Information about plagiarism at higher education institutions

Available in the learning management system