



## KURSPLAN

# Strategic Brand Management, 7,5 högskolepoäng

### *Strategic Brand Management, 7.5 credits*

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|------------------------|----------------------------|---------------------------|-------------------------------|
| <b>Kurskod:</b>        | LSBK19                     | <b>Utbildningsnivå:</b>   | Grundnivå                     |
| <b>Fastställd av:</b>  | Utbildningschef 2019-05-20 | <b>Utbildningsområde:</b> | Samhällsvetenskapliga området |
| <b>Gäller fr.o.m.:</b> | Hösten 2019                | <b>Ämnesgrupp:</b>        | FE1                           |
| <b>Version:</b>        | 1                          | <b>Fördjupning:</b>       | G1F                           |

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### Lärandemål

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

#### Kunskap och förståelse

- describe and explain brands as strategic assets in business and organisational development of a strong market position (1)
- discuss and apply basic brand management concepts such as brand equity, image, identity, positioning, personality, and brand extensions (2)

#### Färdighet och förmåga

- analyse and plan the brand's strategic positioning and design (3)
- analyse and discuss how the receiver interact with brands (4)
- propose solutions to brand management problems (5)

#### Värderingsförmåga och förhållningssätt

- critically assess brands and brand management strategies based on the student's own research, established theories, and analytical reasoning (6)

### Innehåll

- Brands, consumption and lifestyle
- Brand identity, image and equity
- Brand strategy
- Positioning and design
- Brand innovation

### Undervisningsformer

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

A digital learning platform is used.

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

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

General entry requirements and 45 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish

### **Examination och betyg**

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

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

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion.

If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the vice dean of education.

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

The examination is based on:

- individual case assignment(s) (ILO 3, 4, 5)
- group assignment (ILO 3, 4, 5, 6)
- case seminar(s) (ILO 3, 4, 5)
- individual written exam (ILO 1, 2)

You will at least need an E on every assignment to pass the course. In order to receive the higher grades (A or B) on the course as a whole, the average grade for the group assignment and the individual written exam needs to be at least B.

Poängregistrering av examinationen för kursen sker enligt följande system:

| Examinationsmoment                      | Omfattning | Betyg          |
|---|------------|----------------|
| Individuell(a) uppgift(er) <sup>I</sup> | 1 hp       | U/G            |
| Gruppuppgift                            | 3 hp       | A/B/C/D/E/FX/F |
| Seminarium/seminarier <sup>I</sup>      | 0,5 hp     | U/G            |
| Individuell skriftlig tentamen          | 3 hp       | A/B/C/D/E/FX/F |

<sup>I</sup> The examination is graded Fail (U) or Pass (G)

### Kursvärdering

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.

### Kurslitteratur

Rosenbaum-Elliot, Richard., Percy, Larry. & Pervan, Simon. (latest edition) *Strategic Brand management*. Oxford: Oxford University Press. 335 pages.

Additional readings in the form of academic articles are provided during the course, 200 pages.

### Referenslitteratur

*Citing Sources – How to Create Literature References*. <http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University*. <http://pingpong.ju.se/public/courseId/10565/publicPage.do>