

Course: Strategic Brand Management

Semester	Duration	Course character	Workload	Credit Points	Examination form
	International Week	Elective	90 h (30 h contact study 60 h self-study)	3	Cumulative

Course coordinator

Michael Jones

Prerequisites

Description of the course

Brands are strategic assets that drive business growth and company value. This course is designed to provide students with a practical understanding of the tools and strategies of successful brand management. The course will emphasize the application of brand concepts and the development of actionable brand management plans.

Competency aims

This course aims to:

- 1.) Introduce the key elements of brand management
- 2.) Provide key strategies for developing, growing, and managing brands
- 3.) Enhance analytical and communications skills
- 4.) Develop skills to apply brand theory and concepts to real business situations

Course components

- 1.) **Homework:** Homework will focus on the application of theories and concepts discussed in class.
- 2.) **Attendance and Participation:** Attendance is mandatory and active participation in class is expected.
- 3.) **Personal Brand Assignment:** Students will complete a brief personal brand written assignment. The assignment will be completed partially in class and out of class.
- 4.) **Final Presentation:** Students will work in groups to present a brand analysis on a brand that they choose. The brand can be one that you like or dislike or one that you just want to learn more about. The presentation should be approximately 10 minutes per group.

References

Keller, Keven Lane and Vanitha Swaminathan (2020), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 5th Edition.

Lecturer

Michael Jones

Course language

English

Usability in ongoing studies / other studies