



LUND
UNIVERSITY

School of Economics and Management

BUSN21, Strategic Brand Management, 7.5 credits

Strategic Brand Management, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-06-02 to be valid from 2016-06-02, autumn semester 2016.

General Information

The course is a master level course and a compulsory part of the masters program, International Marketing & Brand Management. It can also be an elective course in Business Administration at masters level. The course can be studied within the Business Administration and Economics programme, the International Business Administration and Economics programme, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

Language of instruction: English

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

The main aim and learning outcome of this course is to give the students an overview and introduce them to the fundamentals of managing brands, in order to explain the key role of brands in the modern business and society. The course focuses on the strategic management of brands.

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- Have a solid knowledge and good understanding of the process of building, developing and protecting brands representing products/services (product branding) and organizations (corporate branding).
- Are able to distinguish between a product brand and a corporate brand and see the similarities and the differences.
- To identify and distinguish between brand- and market oriented approaches

Competence and skills

- Have an analytical skill within in the field and to be able to use key concepts, models and techniques both orally in class and case discussions, and in written reports.
- Have the ability to take a management and leadership perspective of a brand and its reputation.
- Have an ability to evaluate, compare and prioritize different solutions in the development and management of brands

Judgement and approach

- Can follow, analyze and reflect upon the development of research in the field of strategic brand management through journal articles, research based books, practitioner oriented papers, and other relevant media.
- Can implement the theory of strategic brand management into practice
- Can work both individually and as a member of a group with students from different cultures in discussing theoretical and managerial questions related to strategic brand management.

Course content

Strategic Brand Management is a broad subject which touches upon many different scientific disciplines, for instance intellectual property right, strategy, marketing, organization, finance, semiotics, sociology and psychology. This gives excellent opportunities for scientific cross-fertilization.

Brands are intangible assets providing benefits to business and society. Strategic Brand Management concerns the process of building, developing, and sustaining brands. The following key areas will be covered:

- The history of trademarks and brands
- The key roles of modern brands in business and society
- Different types of brands, logotypes and symbols
- Branding – a value-adding process
- Brand identity, core values, and promises
- Brand image, positioning and value propositions
- Brand communication and advertising
- Brand portfolios and brand architecture/structure
- Corporate brands and product brands
- Internal branding and corporate social responsibility
- Brand crisis management
- Leadership and management of brands
- Brand orientation

Course design

Instruction takes place primarily through lectures and case exercises in class. The structure of the course and the basis of grading require regular attendance and ongoing work with various assignments.

Assessment

Grading is based on an individual quiz (30%) and a group report (70%). The student groups are graded on their final report following the format of a journal article. The report is handed in and thereafter presented by the authors to class during "The Strategic Brand Management Conference".

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic

A (Excellent) 85-100 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49 points. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business

Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

Further information

The course BUSN21 Strategic Brand Management cannot be combined with the courses BUSM83, BUSM03 or BUS810 in a degree.

Subcourses in BUSN21, Strategic Brand Management

Applies from H16

- 1602 Quiz, 2,5 hp
Grading scale: Fail, Pass
- 1603 Group Assignment, 5,0 hp
Grading scale: Fail, Pass

Applies from H11

- 1101 Strategic Brand Management, 7,5 hp
Grading scale: Fail, E, D, C, B, A