



LUND
UNIVERSITY

School of Economics and Management

BUSN33, Business Administration: The Value of Brands in a Consumption Society, 7.5 credits

Företagsekonomi: Värdet av varumärken i dagens konsumtionsamhälle, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2019-04-15 to be valid from 2019-04-15, autumn semester 2019.

General Information

BUSN33: The Value of Brands in a Consumption Society is a course within Business Administration and Marketing at the advanced level.

Language of instruction: English

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

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

Knowledge and understanding

- Can demonstrate a comprehensive understanding and advanced knowledge of how brands can be valuable to different actors in contemporary consumption society.
- Can demonstrate an advanced knowledge of different perspectives on brands and branding.
- Can show a nuanced understanding of the possible outcomes/consequences of branding and the use or consumption of brands.

Competence and skills

- Demonstrate a high capacity to perform theoretically informed multi-perspective analyses of the value of brands, and the outcomes of brands and branding in a consumption society.
- Are able to supply sensible yet well-founded theoretical explanations for why and how brands are valuable to different actors in consumption society.

Judgement and approach

- Demonstrate a great ability to reflexively, critically and independently discuss, compare, evaluate and master different, but inter-related theoretical perspectives on the value of brands and branding in contemporary consumption society.

Course content

Brands are today ascribed with great value. However they are valuable for different reasons and for different actors. For companies brands are considered as the most valuable asset, enabling them to compete successfully on global markets. For consumers brands simplify choice, they offer them identity value, social value, and the value of long-term relationships.

This course offers a multifaceted understanding of the value of brands and branding. The aim of the course is to provide the students with advanced knowledge of the value of brands, by treating brands and branding from various perspectives; including a brand management, a consumer, and a critical perspective. The course enables students to analyze and understand brand phenomenon/branding practices from multiple angles. It thereby encourages a reflective and nuanced approach.

Course design

The course comprise of a combination of lectures and seminars/workshops that deals with different sub-themes under the three prespectives on brands and branding.

Assessment

Grading is based on both individual and group work. The final course grade is calculated by adding the scores of the respective assignments for each student. In order for students to obtain a final course grade s/he needs to reach the score equivalent to E on both assignments.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

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. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

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

E (Sufficient) 50-54. 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. 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).

Subcourses in BUSN33, Business Administration: The Value of Brands in a Consumption Society

Applies from H20

- 2001 Individual examination, 3,0 hp
Grading scale: Fail, Pass
- 2002 Group examination, 4,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H19

- 1901 Individual examination, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1902 Group examination, 4,5 hp
Grading scale: Fail, E, D, C, B, A