



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN35, Business Administration: Corporate Brand Management and Reputation, 5 credits**

*Business Administration: Corporate Brand Management and Reputation, 5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2013-05-23 and was last revised on 2017-10-17 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2017-10-17, autumn semester 2017.

### **General Information**

*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**

#### **Knowledge and understanding**

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

- Understand what a corporate brand is and how to describe the evolution of corporate brands in a wide cross section of industries and contexts.
- Demonstrate insight into current research on how a corporate brand is managed taking into account its reputation held by a variety of stakeholders, both internal and external.
- Understand the process involved in building a corporate brand and its importance to a cohesive and sustainable (business) strategy.

## Competence and skills

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

- Apply key frameworks to analyze and manage corporate brands for continued growth and profitability (willingness-to-support).
- Demonstrate an ability to participate in case discussions and role plays on corporate brand management and reputation.
- Demonstrate an ability to work in teams and to find solutions to relevant business cases.

## Judgement and approach

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

- Identify and assess the important opportunities and challenges facing an organisation or business in the alignment of corporate brand identity and setting out a course of action for dealing with these issues.
- Assess scientific, social and ethical aspects of corporate brand management and reputation.
- Combine different perspectives and theories on corporate brands and reputation into realistic managerial action plans and solutions.

## Course content

This course is designed to increase the understanding of the theory and practice of corporate brand management and reputation in building, sustaining and protecting competitive advantages.

The perspective on the corporate brand is that of management. The core contents of branding are examined at the corporate level. In other words, the course focuses on branding of the corporation rather than branding the product. The content of the course touches upon many different scientific disciplines, such as intellectual property rights (trademarks), strategy, marketing, organisation, finance, semiotics (communication), sociology and psychology. This provides excellent opportunities for scientific cross-fertilisation vital for the understanding and management of corporate brands and brand assets. In brief, the course content consists of five key areas:

- Corporate branding theory
- Applied corporate branding
- Corporate communication
- Corporate reputation management
- Research-based student group report

The structure of the course explores corporate brand management from an internal, internal & external, and an external perspective. The different elements of a corporate brand's identity need to be defined, managed and communicated. There are key relationships to consider in these processes. The framework emphasises the importance of alignment with the brand core: The promise and the core values of the corporate brand.

Corporate Brand Management offers an opportunity to study and evaluate not only contemporary theory relating to corporate branding, it also offers students the chance to examine current research relating to the management of an organisation's corporate reputation, its corporate identity and its corporate communications.

The student gains a thorough understanding of the issues related to branding and marketing at the corporate level and, of equal importance, a comprehensive

appreciation of how to apply corporate branding and marketing theory and practice in the context of a contemporary organisation.

In order to study and understand the corporate brand management and reputation processes the following areas are covered:

- The history of corporate branding and the key roles of modern branding (brands, logotypes and symbols) and the distinction between product brands and corporate brands
- Corporate brand identity and alignment of its key elements
- Corporate behaviour, corporate social responsibility and internal branding
- The core of a corporate brand: Promise and core values
- Corporate branding in different contexts: B2C, B2B, Service & Retailing, Public sector, Not-for-profits, Institutions, and Cities, regions and countries
- Corporate brand strategy and structure: Roles and relations between brands (Mother brand, Mother and Daughter, Daughter and Mother, Daughter with Discrete Mother)
- Corporate brand communication and reputation management
- Corporate brand crisis management
- Brand-oriented and market-oriented approaches

## Course design

Learning in this course results primarily from in-class case-discussion and participation of the students in discussions with the teacher, with guest speakers, and where applicable analyses.

## Assessment

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

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.

*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 credits in Business Administration is required. These must include a course in basic Business Administration, (e.g. FEKC01 Introductory Course in Business Administration, including Business Communication or FEKA90 Introductory Business Administration).

## **Further information**

Transitional: The course BUSN35 overlapped with the course BUSN34. One of those two courses may be included in the same degree.

In the case of closure of the course: Within three semesters after the course closure, will be offered three additional occasions for examination of respective examination part of the course for students with no successful result. Note that after this you can get a certificate only completed examination parts.

## Subcourses in BUSN35, Business Administration: Corporate Brand Management and Reputation

Applies from V17

- 1602 Quiz, 1,5 hp  
Grading scale: Fail, Pass
- 1603 Group assignment, 3,5 hp  
Grading scale: Fail, Pass

Applies from H13

- 1301 Corporate Brand Management and Reputation, 5,0 hp  
Grading scale: Fail, E, D, C, B, A