



**LUND**  
UNIVERSITY

School of Economics and Management

## **FEKH23, Business Administration: Brands and branding in a dynamic world, 7.5 credits**

*Företagsekonomi: Varumärken och varumärkesarbete i en dynamisk värld, 7,5 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2018-05-21 to be valid from 2018-05-21, autumn semester 2018.

### **General Information**

This course is an elective course in Business Administration belonging to the Marketing specialization at the Undergraduate level. The course can be studied within the Bachelor Programme in Business Administration and Economics as well as an independent-subject course. FEKH23 is a course on Business Administration at the bachelor level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

This course is an elective course in Business Administration belonging to the Marketing specialization at the Undergraduate level. The course can be studied within the Bachelor Programme in Business Administration and Economics as well as an independent-subject course. FEKH23 is a course on Business Administration at the bachelor level.

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

### **Knowledge and understanding**

- Have a solid knowledge of three major perspectives on brands and branding
- Have developed and demonstrated the analytical skills and reflexivity allowing a more nuanced understanding of brands and branding
- Have a good understanding of the consequences of the three perspectives for marketers, consumers and society as a whole

### **Competence and skills**

- Develop analytical skills within the field - to use key concepts, models and theories both orally in case discussions and in written papers
- Develop practical skills within the field - to apply theoretical knowledge for solving real business problems
- Develop the ability to adopt all three perspectives to brands and branding

### **Judgement and approach**

- Can follow the development of branding research in addition to the course book in through journal articles as well as other electronic sources.
- Can actively use the theoretical approaches to solve business cases, write course papers and carry out marketing research, etc.
- Can work both individually and as a member of a group with students from different cultures in order to solve theoretical and practical problems as well as manage a more extensive project.

### **Course content**

The course consists of 3 key theoretical modules, consisting of 3 sub-topics each and practical moments:

Module 1 – Brand Management Perspective

Topic A - Brand orientation

Topic B - Corporate brand identity and image

Topic C – Brand equity

Module 2 – Consumer Perspective

Topic A - Cultural branding

Topic B – Consumer-brand relationships

Topic C – Collective consumer-brand phenomena

Module 3 – Critical Perspective

Topic A - Brand co-creation

Topic B - Brand madness

Topic C – Practical guide to brands

Practical moments will consist of literature-based seminars.

## Course design

Teaching methods: instruction will take place through traditional lectures, guest lectures and seminars.

## Assessment

Grading is based on individual and group projects, taking into consideration the seminar attendance. The final grade is calculated as sum of the grades for the individual and group projects. Both projects should achieve at least E on the scale of A-F.

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.

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.

A student who is graded Fail after two examinations on the written exam has the opportunity to request an additional task. The grade of this additional task is U or E and should be made no later than the semester following the semester when the student was registered at the course.

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*Plagiarism is considered to be a very serious academic offense[1]. 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**

Studies in Business Administration, corresponding to at least 60 UCP or ECTS-cr from undergraduate level studies.

## **Further information**

In case of closure of the course: Within three semesters after the course closure there 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 regarding completed examination parts.

## Subcourses in FEKH23, Business Administration: Brands and branding in a dynamic world

Applies from H18

- 1801 Individual paper, 2,0 hp  
Grading scale: Fail, Pass
- 1802 Group assignment, 4,0 hp  
Grading scale: Fail, Pass
- 1803 Seminar participation, 1,5 hp  
Grading scale: Fail, Pass