



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

Syllabus

Field of study* : Management

Module name		
Brand management		
Module name in english		
Brand management		
Module code		Method of evaluation
ZZ00S.120D(B).8109.17		Assessment
Field of study	Track	Year / semester
Management	General academic	3 / 6
Specialisation	Language of instruction	Module
All	English	Elective
Number of hours		Block
Lectures: 30	Classes: 0	D(B)
Level of qualification	Mode of studies	Education field
First-cycle programme	Full-time	Social Sciences
Author	Magdalena Florek	
Teachers	Magdalena Florek	

Subject's educational aims

C1	Presentation of basic conditions of brand management concept, development directions, possibilities and limitations of application
C2	Introductions of basic methods and techniques supporting brand management decisions including social and financial aspects
C3	Skill acquisition of interpreting and explaining elements of brand management process
C4	Introduction of presumptions and determinants of branding including market and sector differentiation

Subject's learning outcomes

Code	Outcomes in terms of	Learning outcomes within the field
Knowledge		
W1	Student has in depth knowledge of environment structure and correlations between environment elements to the extent enabling assessment of and forecasting the impact of external factors on brand development perspectives.	K1_W01, K1_W02, K1_W04, K1_W11
W2	Student thoroughly knows selected methods of diagnosing phenomena and processes occurring in the area of brand management.	K1_W04, K1_W05, K1_W09, K1_W17
W3	Student understands the impact of business activity on the natural environment and the society, as well as accompanying ethical challenges.	K1_W10, K1_W11
Skills		

U1	Student can correctly interpret and explain phenomena occurring in the brand management process, providing for changes in enterprise environment.	K1_U01, K1_U02, K1_U14
U2	Student can identify and analyse sources crucial for brand management processes.	K1_U02, K1_U03, K1_U04, K1_U06
Social competences		
K1	Student recognizes the need for learning, lifelong knowledge deepening, inspiring and organizing the learning process for others.	K1_K01, K1_K02
K2	Student correctly identifies and resolves dilemmas connected with performing the profession of a brand manager, providing for the consequences of his/her decisions.	K1_K04

Study content

No.	Study content	Subject's educational aims	Subject's learning outcomes
1.	Brand strategic meaning	C1	W1
2.	The financial value of brands	C1	W1, W2, W3, U1
3.	The social value of brands	C1, C2	W1, W3
4.	The brand strength	C1, C2	W1, W3, U1, U2
5.	The brand strategies	C2, C3	W2, U1
6.	The brand positioning	C2, C3	W2, U1
7.	The brand experience - importance of brand sense	C1, C3, C4	W1, U1
8.	Brand image and brand identity	C1	W1, W2, W3, U1
9.	Brand name	C1, C2, C3	W2, K2
10.	Case studies	C2, C3, C4	U1, U2, K1, K2
11.	Globalization and brands	C1	W3, U1
12.	Brand application areas - locations, internet, etc.	C1, C4	W3, U1
13.	Case studies	C3, C4	U1, U2, K1, K2
14.	Case studies	C3, C4	U1, U2, K1, K2
15.	The future of brands	C1	W1, W3, U1, K2

Bibliography

Obligatory

1. Clifton R., (2009) Brands and Branding, The Economist, London
2. Temporal P., (2010) Advanced Brand Management , John Wiley & Sons, Singapore
3. Keller L.K., Aperia T., Georgson M., (2008) Strategic Brand Management. A European Perspective, Prentice Hall, London

Recommended

1. Kapferer J.N., (2012) The Strategic Brand Management, Kogan Page Limited, London
2. Calkins T., Tybout A., (2005) Kellong on Branding, John Wiley & Sons, New Jersey
3. Wheeler A., (2009) Designing Brand Identity, John Wiley & Sons, New Jersey

Entry requirements	Wiedza z zakresu podstaw marketingu, badań marketingowych i zachowań nabywców
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Teaching methods	Brainstorming, Conversation lecture, Lecture with multimedia presentation, Discussion, Case study
Method of evaluation	Final quiz, Final test, Class participation, Group project / Group work

Settlement of ECTS points

Forms of student work	Average number of hours for student work*	
Preparation for exam	30	
Participation in lectures	30	
Consultations with teacher	15	
Student work in total	Number of hours 75	ECTS points 3
Contact hours (with the teacher)	Number of hours 45	ECTS points 1.5
Practical-class work	Number of hours 0	ECTS points 0

* one hour of classes = 45 minutes

Methods of evaluating the learning outcomes

Learning-outcome code	Methods of evaluation			
	Final quiz	Final test	Class participation	Group project / Group work
W1	x	x	x	
W2	x	x	x	
W3	x	x	x	
U1	x	x	x	
U2	x	x	x	
K1	x		x	x
K2	x		x	x

Effects

Code	Content
K1_K01	Has the awareness of the constant development of knowledge and the need of its updating, therefore understands the necessity of continuous studying
K1_K02	appreciates the effects of teamwork
K1_K04	properly identifies and resolves dilemmas related to different professions in socio-economic organizations
K1_U01	can properly interpret socio-economic phenomena, including the current events in the companies` and other institutions` environment
K1_U02	can analyze socio-economic processes and phenomena, by means of the methods and the techniques of the market data analysis, as well as methods facilitating making economic decisions
K1_U03	Has the ability to identify and analyze the sources and the course of basic socio-economic phenomena, occurring in organizations and in their environment
K1_U04	Has the ability to forecast specific social and economic phenomena in the environment, by means of qualitative and quantitative methods of forecasting and planning
K1_U06	Has the ability to analyze proposed solutions to problems arising in companies and other institutions, by means of methods and techniques facilitating the process of making economic decision
K1_U14	Has the ability to communicatively express opinions about socio-economic phenomena, as well as formulate independent conclusions from research
K1_W01	Has a basic knowledge of economics, in particular the management science and understands their correlations with other sciences
K1_W02	Has a basic knowledge of the correlations between the management science and similar sciences to the extent enabling them to understand the essence of economic processes
K1_W04	Has a basic knowledge of an organization`s environment, its components, as well as the changes taking place in this area; also has a knowledge of the way the companies` environment influences their functioning
K1_W05	Knows the basic methods of diagnosing and forecasting phenomena in companies` and other institutions` environment, which determine their functioning and development
K1_W09	Knows methods of diagnosing and estimating the market and strategic potential of companies and other institutions
K1_W10	Understands the the influence of economic activity on the social and natural environment and also the ethical challenges related to it
K1_W11	Has a knowledge of the evolution of views on the role of a company in the community, as well as the role of a human being in the socio-economic activity of an organization
K1_W17	Knows the basic methods and techniques facilitating the decision-making process