



HÖGSKOLAN I GÄVLE

Brand Management C 7.5 cr

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Set by Faculty of Education and Business Studies

Version

Set at

Valid from

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Level	G2F
Education level	First cycle
Course identifier	FEG343
Credits	7.5 cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	Social sciences 100.0 %

Learning outcomes After the course the student should be able to:

Knowledge and understanding

- highlight the central concepts and approaches in brand management
- describe how brand management explicitly deals with how to differentiate a company's offerings from its competitors and consequently how brand management is a key feature of a firm's strategy
- explain the concept of brand management including themes such as brand assets (awareness and association), brand concept measurement, brand strategies and brand equity

Competence and skills

- conduct a rudimentary analysis and make oral and written presentations of a firm's brand equity
- use central methodological tools used in brand management and brand analysis

- conceptualise, operationalize and apply customer-based brand equity (CBBE) models

- from a theoretical perspective analyse the main issues which brand builders and managers are facing

Judgement and approach

- judge the importance of brand management's value to both consumers and firms
- analyse the practical and theoretical consequences of different approaches to brand management
- reason analytically and critically when assessing theory and practice in brand management

Course content	This course focus on the concept of brand management including themes such as brand assets, brand concept measurement, brand strategies and brand equity. It also conceptualises and operationalizes the customer-based brand equity (CBBE) model. The course answers questions pertaining many of the main issues facing brand builders and managers, such as: should brand determine business strategy, or vice versa? What impact do new technologies have on brand management and consumer relationships? How is brand management different in the physical and virtual worlds? Also to be illuminated in this course is recognition of the fact that brand management aims to provide value to both consumers and firms.		
Teaching	This course consists of lectures, seminars, practical exercises and tutoring.		
Prerequisites	Marketing B		
Examination	Exams, written assignments, oral presentations and seminars.		
Grade	A, B, C, D, E, Fx, F		
Sustainable environment	A minor part of the course content deals with sustainable development.		
Module	0010 Examination	7.5 cr	Grade: AF