

BRAND MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students are familiar with fundamental strategies and tools of branding and brand management.

Students:

- are familiar with the psychological and emotional concepts of brands.
- are familiar with the approaches to the monetary measurement of the brand value.
- are able to develop strategies for branding on their own and assess brand management concepts.

COURSE CONTENTS

In this course students acquire an overview on how brands can be created, developed and managed and on how they contribute to increasing the value of a business. Students discuss brand campaigns as well as the monetary value of brands and learn about different brand strategies.

- Psychological background to branding
- Brands and emotions: success factors of brand management
- Measurement of the monetary value of brands
- Brand presentation and brand communication
- Brand strategies
- Brands and innovations

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

1