



COURSE SYLLABUS

Strategic Brand Management, 7.5 credits

Varumärkesstrategi, 7,5 högskolepoäng

Course Code:	LVMK14	Education Cycle:	First-cycle level
Confirmed by:	The Committee of the Media and Communication Science Programme Apr 1, 2014	Disciplinary domain:	Social sciences
Valid From:	Aug 18, 2014	Subject group:	MK1
Version:	1	Specialised in:	G1F
Reg number:	2014/0135	Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of this course, students should be able to:

Knowledge and understanding

- describe and explain brands as strategic assets in business and organizational development of a strong market position

Skills and abilities

- analyze and plan the brand's positioning and design

Judgement and approach

- analyze and discuss how the receiver interact with brands

Contents

- Brands, consumption and Lifestyle
- Brand Identity and image
- Brand strategy
- Positioning and design
- Brand platform in practice

Type of instruction

Tuition is in the form of lectures, seminars and assignments, individually or in groups. A digital learning platform is used.

The teaching is conducted in English.

Prerequisites

General requirements and English Course B and passed courses within the majoring of the programme, Media and Communication Science, with at least 37,5 credits (or equivalent). Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

The examination is based on tuition and course literature. The examination is based on individual performances.

For this course, the examination is based on

- one individual assignment
- one group assignment
- active participation in one seminar
- one written individual exam

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of the Test	Value	Grading
Examination	7.5 credits	U/G/VG

Course evaluation

The course is evaluated according to the regulations and guidelines for the first, second and third cycle education at Jönköping University.

Course literature

Rosenbaum-Elliott, R., Percy, L. & Pervan, S. (latest edition) *Strategic Brand management*; Oxford University Press, 250 pages

Literature Reference

Search help (2010). *Citing Sources – APA (Harvard)*. University Library: Jönköping University.
<http://hj.se/bibl/en/search-help/citing-sources.html>

Information material about Anti-Plagiarism at universities. The Interactive Anti-Plagiarism Guide – Jönköping University. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>