



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE114 Varumärkeshantering för inrednings- och butikskommunikatörer, 4,5 högskolepoäng

Introduction to Brand Management for the Programme of Interior Decoration and Visual Merchandising, 4.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Organisational Committee 2009-12-10

The course syllabus is valid from spring semester 2010

Prerequisites

Mathematics A, Civics A.

Expected learning outcomes

The students shall

- have broad knowledge of the branding phenomena in relation to design and visual merchandising

Be able to apply

- Basic brand analysis
- Basic branding strategies based upon said analyses

Understand

- The consumer as a basis for business
- Needs, values, offerings and the exchange of value

Content

- Definition of brand
- Definition of the process of branding
- Function of the brand within different business contexts
- Consumption from a branding perspective
- Interaction brand / consumer
- Branding strategies
- Ethical perspectives on branding

Type of Instruction

Literature studies, lectures, workshops and seminars

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written test, paper and participation in workshops and seminars

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Melin, Frans. *Varumärkesstrategi*, Liber Ekonomi, last edition, Studentlitteratur, 2006. 270 pages

Handouts, 100 pages