



Course syllabus

School of Business and Economics

Department of Marketing

1FE134 Varumärkeshantering för inrednings- och butikskommunikatörer, 7,5 högskolepoäng

Brand Management for Interior Decorators & Visual Merchandisers, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2014-11-27

The course syllabus is valid from autumn semester 2015

Prerequisites

30 credits from the programme in Interior Decoration and Visual Merchandising, including marketing 7.5 credits or the equivalent.

Objectives

After completing the course, the student is expected to be able to:

- define branding
- explain and describe the components of a brand
- evaluate a brand: search for, gather, assess and critically interpret information about a brand
- identify, define and formulate a problem with respect to a brand, and propose solutions based on scientific, economic, design, social and ethical aspects
- identify skills and knowledge requirements on the background of the brand in a global context

Content

The course comprises the following elements:

- the brand from the creator's perspective
- the brand from the consumer's perspective
- the various components of a brand
- branding as a promise to the target group
- the brand as an identity and a creator of identity
- brand building processes
- brand strategies

Type of Instruction

Problem-based learning, primarily through work with case studies / papers in seminar form. Active participation is required at seminars, where case studies are presented and discussed. Participation in assignments and seminars is obligatory, as is the preparatory work for these. The course literature is introduced in lectures and will be subject to written examination. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Course examinations will be carried out in the form of written exams, submission of solutions to case studies and written exercises.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1FE120 with 100 %.

Required Reading and Additional Study Material

Required reading

Rosenbaum-Elliot, R., Percy L. & Pervan, S. *Strategic Brand Management*. Oxford: Oxford University Press. Latest edition. 320 pages.

Scientific articles. About 300 pages.