



Course syllabus

School of Business and Economics

Department of Marketing

1FE697 Business Administration II - IMC and Brand Management,
7,5 högskolepoäng

Business Administration II - IMC and Brand Management, 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 2017-12-13

The course syllabus is valid from autumn semester 2018

Prerequisites

Business Administration I, 30 credits or at least 15 credits completed courses from Business Administration I and English B/6 or the equivalent.

Objectives

After completing the course the students should be able to:

- discuss the role of brands, the concept of strategic brand management and the advantages of creating strong brands
- describe and explain how to build brand equity by properly choosing brand elements as well as designing marketing programs and activities.
- describe and explain the different approaches to measuring brand equity and how to implement a brand equity measurement system
- describe, analyse and evaluate the process of growing and sustaining brand equity
- describe, analyse and evaluate how integrated marketing communications can be used in building brand equity
- orally present and discuss brand plans in a B2B and B2C context

Content

The course contains:

- communication theories
- IMC - integrated marketing communications
- brand equity and brand building
- brand strategies

- consumer-brand relationships

Type of Instruction

The teaching consists of lectures, seminars and cases. Mandatory parts are stated in the schedule.

Examination

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

The course is examined through an individual written exam and a written report.

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

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE705:2, 1FE706:2, 1FE696

Required Reading and Additional Study Material

Required reading

Fill, C. *Essentials of Marketing Communications*. Prentice Hall, Financial Times. Latest edition. About 440 pages.

RosenbaumElliot, R., Lercy, L. & Pervan, S. *Strategic Brand Management*. UK: Oxford University Press. Latest edition. About 320 pages.

Scientific articles, about 100 pages.

Business articles, about 20 pages.

Reference literature

Keller, K.L. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. UK: Pearson Global Edition. Latest edition. About 600 pages.

Tarnovskaya, V. & Bertilsson, J. *Brand Theories – Perspectives on Brands and Branding*. Lund: Studentlitteratur. Latest edition. About 300 pages.