



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

1FE697 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 2017-12-13

Revised 2023-02-27 by School of Business and Economics. Prerequisites, standard texts, literature as well as examination.

The course syllabus is valid from autumn semester 2023

### **Prerequisites**

At least 15 credits completed courses from Business Administration G1N, of which at least 7.5 credits of marketing and English 6, or the equivalent.

## Objectives

After completing this 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. Dates for compulsory components 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 5 credits, a group written report and an oral individual presentation 2.5 credits.

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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation are in regular carried out anonymously.

## 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: 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.