

# Brands and Value Creation

Programme course

6 credits

Varumärke och värdeskapande

TEAE15

Valid from: 2021 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2020-09-29

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication

## Specific information

Exchange students; The course is only available to exchange students within the area of Graphic Design and Communication.

## Prerequisites

Market communication and analysis.

## Intended learning outcomes

The aim of the course is to provide knowledge about the meaning, content and design of, and strategy for brands to ensure value creation for the target group as well as the brand owner.

On conclusion of the course, the students shall be able to:

- List and define different theories, models and terms within the branding area, and relate these to a brand owner's strategy and value creation
- Explain how a brand is built, maintained, developed and possibly retired
- Critically evaluate an existing brand by applying the above-mentioned knowledge, and thereafter draw conclusions about and defend recommendations for the brand
- Present orally and in writing the evaluation according to the previous bullet point, ensuring that basic skills in the case study approach are shown
- Describe and explain how drawn conclusions and given recommendations are transferred into both a brief and pitch, and apply these skills practically
- Provide examples of ethical considerations within brand management, and apply basic ethical approaches in the above mentioned oral and written presentations

## Course content

- Branding theory, incl. related integrated marketing communication
- Management and control of brands
- Brand analysis
- Scientific writing
- From brief to pitch based on conducted brand analysis

## Teaching and working methods

Lectures, seminars and written assignments.

## Examination

PRA3	Project work	3.5 credits	U, G
PRA4	Oral and written presentation of pitc	0.5 credits	U, G
DIK1	Digital test, Literature	2 credits	U, 3, 4, 5

Mandatory requirements apply to some parts of the course.

A student who has obtained a pass grade (i.e. at least grade 3) for DIK1 may be examined multiple times to try to raise their grade. This opportunity is limited to the semester during which the student first obtained a pass grade for DIK1.

Submission of the examining assignment for PRA3 after the specified deadline for chosen type of assignment results in U for PRA3 unless an by the examiner acceptable excuse is presented in writing to the examiner no later than the deadline in question.

The final grade is determined by the grade obtained for DIK1.

## Grades

Four-grade scale, LiU, U, 3, 4, 5

## Other information

### Supplementary courses

Market awareness in international cross-media design and production, project courses.

### About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is Swedish, the course as a whole or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- If teaching language is Swedish/English, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English (depending on teaching language).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

### Other

The course is conducted in a manner where both men's and women's experience and knowledge are made visible and developed.

The planning and implementation of a course should correspond to the course syllabus. The course evaluation should therefore be conducted with the course syllabus as a starting point.

## Department

Institutionen för ekonomisk och industriell utveckling

## Director of Studies or equivalent

Daniel Ellström

## Examiner

Christina Grundström

## Course website and other links

## Education components

Preliminary scheduled hours: 30 h

Recommended self-study hours: 130 h

## Course literature

### Books

Keller, Kevin Lane och Swaminathan, Vanitha, (2020) *Strategic Brand Management. Building, Measuring and Managing Brand Equity* 5th edition  
Harlow: Pearson Education Limited

### Other

To be decided.