

Brands and Value Creation

Varumärke och värdeskapande
6 credits

Programme course

TEAE15

Valid from: 2024 Spring semester

Determined by	Main field of study	
Board of Studies for Computer Science and Media Technology	Graphic Design and Communication	
Date determined	Course level	Progressive specialisation
2023-08-31	First cycle	G1X
Revised by	Disciplinary domain	
	Social sciences	
Revision date	Subject group	
	Media and Communication Studies	
Offered first time	Offered for the last time	
Spring semester 2018		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

Specific information

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

Course offered for

- Bachelor's Programme in 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 a new and an existing brand by applying the above-mentioned knowledge
- Describe and explain how drawn conclusions and given recommendations are transferred into both a brief and pitch
- Provide examples of ethical considerations within brand management and apply basic ethical approaches in the above mentioned skills and abilities.

Course content

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

Teaching and working methods

Lectures and seminars.

Preparation for lectures and seminars is recommended.

Examination

DIT1 Digital written exam 6 credits U, 3, 4, 5

Grades

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

Other information

Supplementary courses

Market awareness in international communication, 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 could be given in Swedish, or partly in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- 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.

Other

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

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.

The course is campus-based at the location specified for the course, unless otherwise stated under “Teaching and working methods”. Please note, in a campus-based course occasional remote sessions could be included.