

Brands and Value Creation

Varumärke och värdeskapande
6 credits

Programme course

TEAE15

Valid from: 2026 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
2025-08-28	First cycle	G1F
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

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

- Identify and explain key concepts within branding
- Analyze and evaluate a company's branding strategy and how its products or services contribute to brand identity and value
- Construct and communicate branding analyses in written and oral form
- Apply branding concepts to actively participate in discussions about companies' branding strategies and decisions.

Course content

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

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
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Grades for examination modules are decided in accordance with the assessment criteria presented at the start of the course.

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.