

Brands and Value Creation

Programme course

6 credits

Varumärke och värdeskapande

TEAE15

Valid from: 2019 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2018-08-31

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.

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

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

PRA2	Oral and written presentation of pitch	1 credits	U, G
PRA1	Project work	3 credits	U, G
KTR1	Literature test	2 credits	U, 3, 4, 5

Mandatory requirement applies to some parts of the course.

Submission of assignments for PRA1 after respective deadline results in in F for PRA1 unless an by the examiner acceptable excuse is presented in writing to the examiner no later than the deadline in question.

Final grade is determined by the grade obtained for KTR1.

Grades

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

Other information

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

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

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, Apéria, Tony, Georgson, Mats, (2012) *Strategic brand management : a European perspective* Paerson Education

Other

To be decided.