

Brands and Value Creation

Varumärke och värdeskapande
6 credits

Programme course

TEAE15

Valid from: 2022 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
2021-09-01	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 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
UPG1	Voluntary hand-in assignment for higher grade	0 credits	U, G

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.

DIK1 determines the final grade for the course with the addition that approved PRA3, PRA4 and UPG1 give grade 4 on the course even at grade 3 on 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 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 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.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.