

## Brands and Value Creation

Varumärke och värdeskapande

6 credits

Programme course

TEAE15

Valid from: 2023 Spring semester

<b>Determined by</b>	<b>Main field of study</b>	
Board of Studies for Computer Science and Media Technology	Graphic Design and Communication	
<b>Date determined</b>	<b>Course level</b>	<b>Progressive specialisation</b>
2022-08-31	First cycle	G1F
<b>Revised by</b>	<b>Disciplinary domain</b>	
Board of Studies for Computer Science and Media Technology	Social sciences	
<b>Revision date</b>	<b>Subject group</b>	
2022-12-05	Media and Communication Studies	
<b>Offered first time</b>	<b>Offered for the last time</b>	
Spring semester 2018		
<b>Department</b>	<b>Replaced by</b>	
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 a finished brand analysis

## Teaching and working methods

Lectures and seminars. Preparation for lectures and seminars is recommended.

