Brand Management
Syllabus

1. Module Title	Brand Management		2. Module Code	
3. Academic Year, Semester, Mode of Studies	**2022/2023 academic year** **Semester 2, Full-time Studies**			
4. Aims and Learning Outcomes	**Aims** The aim of the course is to address different marketing issues in relation to the brand. Course participants should understand the importance of a strong brand as a factor of competitive advantage of an enterprise, learn about the distinctive features of a strong brand in the context of creating brand strength on the market, learn decision problems and alternative strategies regarding the brand at various stages of its development, and learn the basic premises for choosing a brand's character and its identity. **Learning Outcomes** Having completed this module student:			

Knowledge	Code		Assessment
	Subject	Field	
Has in-depth knowledge of: the function of the brand from the point of view of the company and the buyer, the importance of the brand as a factor of competitive advantage, brand attributes such as: image, brand awareness, perceived quality and loyalty for its strength / capital	EP-1	K_W01 K_W04 K_W09	Final exam Project
Knows and deeply understands the functions of brand assessment, marketing methods of brand assessment, rules for shaping the brand strategy at individual stages of its life cycle, tools for brand revitalization.	EP-2	K_W08 K_W09 K_W11	Final exam Project
Knows the latest trends in brand and brand portfolio management and understands the specifics of brand management on the international market	EP-3	K_W07 K_W08 K_W09	Final exam Project

Skills	Code		Assessment
	Subject	Field	
Can formulate a strategy for the brand at individual stages of its life cycle	EP-4	K_U07 K_U13	Final exam Project
Can indicate alternative ways to expand a given brand	EP-5	K_U05 K_U07	Final exam Project
Is able to develop a brand revitalization project	EP-6	K_U03 K_U07 K_U13	Project

Social Competencies	Code		Assessment

		Subject	Field	
Is prepared to use his knowledge in solving practical problems in the field of brand management		EP-7	K_K02	Class exercises
Critically assesses his knowledge about brand management		EP-8	K_K03	Class discussion

5. Module Leader	**Name**		**E-mail**	

6. Lecturer (s)	**Name**		**E-mail**	

7. Module Level	**Master's**		**Bachelor's**	
	X			

8. Year and Programme	**Year**		**Programme**	
	I		Management	

9. Module Content

#.	Topics Discussed	Hours
	Workshop	
1	Organizational information. Introduction to classes. Origin and concept of the brand, brand and trademark. Brand Features. Brand as a factor of the company's competitive advantage on the market. The brand and the choice of strategies to compete on the market. Legal aspects of brand management. Registration of trademarks. Branding; including the choice of verbal and graphic form of the brand.	2,5
2	The concept of strength and brand value. Analysis of the brand strength attributes on the market: buyer loyalty to the brand, brand awareness, brand image, perceived brand quality. Selected methods of assessing brand strength on the market / selected methods of assessing brand value. Brand evaluation functions.	2,5
3	Analysis of brand life cycle stages on the market. Development and implementation of company brand strategies; choice of sales concept (brand strategy, anonymous strategy); brand broadcaster (manufacturer's brand, broker brand, mixed brand); market positioning, other brand decisions.	2,5
4	Alternative brand acquisition concepts: autonomous brand creation, licensing, franchising, brand acquisition, strategic alliances.	2,5
5	Enterprise brand portfolio management. Concepts for expanding the brand: extending the existing product line, expanding the brand to new product categories, introducing new brands to the existing product category, creating new brands for new products. Analysis of selected examples of brand expansion.	2,5
6	Brand revitalization process and tools.	2,5
7	Case 1. Milka. A brand built on emotions Case study, moderated discussion. Project work in groups of 3-4 people.	2,5
8	Case 2. Otodom. Addressing the dreams Case study, moderated discussion. Project work in groups of 3-4 people.	2,5
9	Case 3. Brand24. Internet voice monitoring Case study, moderated discussion. Project work in groups of 3-4 people.	2,5
10	Case 4. BP. CSR in the service of the brand Case study, moderated discussion. Project work in groups of 3-4 people.	2,5
11	Case 5. mBank. Tomorrow's innovations Case study, moderated discussion. Project work in groups of 3-4 people.	2,5

12	Case 6. Polish Post. The new face of the brand Case study, moderated discussion. Project work in groups of 3-4 people.	2,5

10. Individual Student's Work

#.	Description	Hours
	Preparation for final exam	20
	Research project	25

11. Assessment Methods	Final exam - 30 % Coursework: group work - 40 %; group project - 30 %
12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.
13. ECTS Credits	3

		Hours	**ECTS**
	Contact Hours		
	Workshop	**30**	**1,2**
	Other Form		
	Individual Student's Work **-** Preparation for final exam - Research project	**20** **25**	**1,8**
	SUMM	**75**	**3**

14. Required Readings	
15. Recommended Readings	
16. Place where module is run	Lazarski University
17. Other	**n/a**